

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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NEWSPAPER

Bold plan for fourth TV network warmly received. p25
CBS Radio sifts interest in drama of yesteryear. p38
FCC's surprise hearing tactics may be all over. p62
Mad scramble for auto-home tape cartridge sales. p52

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**Would you deny this girl
a second chance?**

Goodness knows, "GIDGET" deserves it. "GIDGET'S" 33%* NMA share of audience on the ABC-TV network in her current time period is evidence enough that she's worth your serious consideration. WPIX New York, WGN-TV Chicago, CKLW-TV Detroit and KHJ-TV Los Angeles have already responded to her call. But this is only the beginning. "GIDGET" means business. She's not looking for your sympathy, she wants your order! "GIDGET" starring Sally Field and Don Porter. 32 half-hours in color. Distributed exclusively by **SCREEN GEMS**

*Nielsen Multi-Network Area Ratings Reports Jan. 13-May 26. Data are estimates subject to qualifications published by the ratings service, and will be supplied on request.

JERROLD CATV

Your Golden Path to Profits

GO "T" LINE

to modernize present systems

GO STARLINE

for all new "Turnkey" systems



Let Jerrold show you how easily you can convert to solid-state 12-channel color capability with "T" Line. And for all new "Turnkey" systems go all the way with Starline. Look to Jerrold solid-state for maximum reliability, flexibility and economy. For detailed specifications phone (215) 925-9870 or write: CATV Systems Division, **JERROLD ELECTRONICS CORPORATION**, 401 Walnut St., Philadelphia, Pa. 19105

JERROLD

FIRST IN CATV

The nation's largest, most experienced manufacturer/
supplier of CATV equipment and services.



LARGEST LIVE TV AUDIENCE IN NEW STADIUM

ST. LOUIS — The Charlotte Peters Show (KTVI-St. Louis) played to a record live audience of 16,211 fans at Busch Memorial Stadium, the new home of the St. Louis Baseball Cardinals, June 16.

Charlotte, hostess of her own variety TV'er, the number one local daytimer, brought the stars of the Cardinals Baseball team, including Manager Red Schoendienst, out on the field for a baseball clinic directed to the more than 16,000 ladies.

Other performing guests included the Buffalo Bills Barbershop Quartet, Quince and

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MORE PROOF OF ST. LOUIS'
BEST DAYTIME
TV BUY

KTVI 2

abc HR

WHERE THE TEENS ARE.....!



With today's teenagers representing an important part of the market potential for a vast number of products and services, television schedules with the dominant teenage appeal should not be overlooked.

Consider this — in the 4 station Dallas-Fort Worth market, KRLD-TV commands a whopping 45.1% share of the total teenage viewers per average quarter-hour, 3:30 P.M. to 5:30 P.M. Monday thru Friday.*

To really swing with the teens, buzz your Advertising Time Sales representative for details and availabilities.

*May, 1966 ARB Market Report
Television Audience Estimate

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

Wait for answers

FCC apparently won't approve ABC-ITT merger without requesting additional information, although not as much as commission staff wanted (CLOSED CIRCUIT, July 11). Commission, which briefly discussed proposed merger in meeting Thursday, wants ABC to explain plans for which ITT financing is needed. (Merger application stressed need for such financing.) And commission wants ITT to report on whether financing has been arranged and, if not, what plans are. It also wants explanation of planned relationship between ITT and subsidiary ABC.

Drafts of letters to ABC and ITT asking for information are to be considered in special commission meeting today (July 18). In addition, questions concerning common-carrier implications of merger may be asked, in view of ITT status as major international common carrier. Common Carrier Bureau, however, had not yet formulated its position on merger as of late last week.

Windfall due

Along more than three miles of exhibits last week at National Housewares Manufacturers Association's annual show in Chicago one trend stood out: Advertising support of new products this fall, especially higher-ticket electric goods, will be substantially increased to lure local dealer support. Favored medium: TV. Multi-million dollar spenders include Hamilton Beach, GE, Schick, Sunbeam, Remington.

Media monopoly rules

FCC is considering new approach to old problem of how to deal with single entity that seeks to acquire all mass media in community. Staff has drafted alternative proposals. First deals with licensee of only AM station in town who also owns only newspaper and applies for only FM facility. Commission would hold application six months before acting, instead of normal 30 days, to increase opportunity for filing of competitive application. During his six-month wait, applicant would have to publicize his proposal. Staff's alternative rule would broaden application of that approach. It would affect owner of only broadcast outlet (AM, FM or TV) who applies for frequency in another

service, and newspaper that seeks first outlet in community. Item was on agenda last week, but commission postponed discussion on it.

Money rolls in

Escalation by TV networks in high-budgeted programing for next season and ahead, which has given rise to more specials, original drama and showcase programs, is also loosening advertiser purses for ABC's *Stage 67* weekly series that starts in September. ABC sales people report they now expect 26-week, one-hour *Stage 67* to be virtually sold out by end of August. It's now about 60% sold to four advertisers, two of which—Burlington Mills and Singer—have nearly half sponsorship.

War economy

West Coast broadcast-equipment makers continue to feel pinch of fighting in Vietnam. Previously, shortage of materials caused most trouble and is still problem, but manpower shortage is creating even bigger headache. Big aircraft makers such as Boeing and Lockheed, saturated with military contracts, are aggressively raiding employment rolls of broadcast manufacturers. What really hurts is that they are using radio announcements to woo broadcast workers away.

Sticky problem

FCC is scheduled to consider this week San Diego, Calif., CATV case that could result in benchmark decision. At issue is KFMB-TV's request for protection of market's stations against six CATV's. It wants commission to bar CATV's from carrying signals of Los Angeles stations to subscribers within San Diego city and county who signed up following Feb. 15, date when CATV distant-signal rules went into effect. Commission staff reportedly favors hearing on request, expressing concern about impact on UHF in market.

Chances are commission will not try to resolve knotty problem this week, and there is no indication which way it will go when vote is taken. Sentiment of new Commissioner Nicholas Johnson is unknown. Chairman Rosel H. Hyde, although gen-

erally a supporter of CATV regulation, is by no means hard liner on such matters.

Exhumation

TV's voracious appetite for programing is leading to return of *Truth or Consequences*. New half-hour series of old radio-TV vehicle will be produced in color by Ralph Edwards Productions at Metromedia's KTTV (TV) Los Angeles. Series will go in Monday-Friday 7:30 p.m. slot on KTTV and Metromedia's WNEW-TV New York and WTTG(TV) Washington. It will also go on group's KMBC-TV Kansas City, Mo., at undetermined time. If show clicks, Metromedia hopes to distribute it, probably through its Wolper Productions syndication arm.

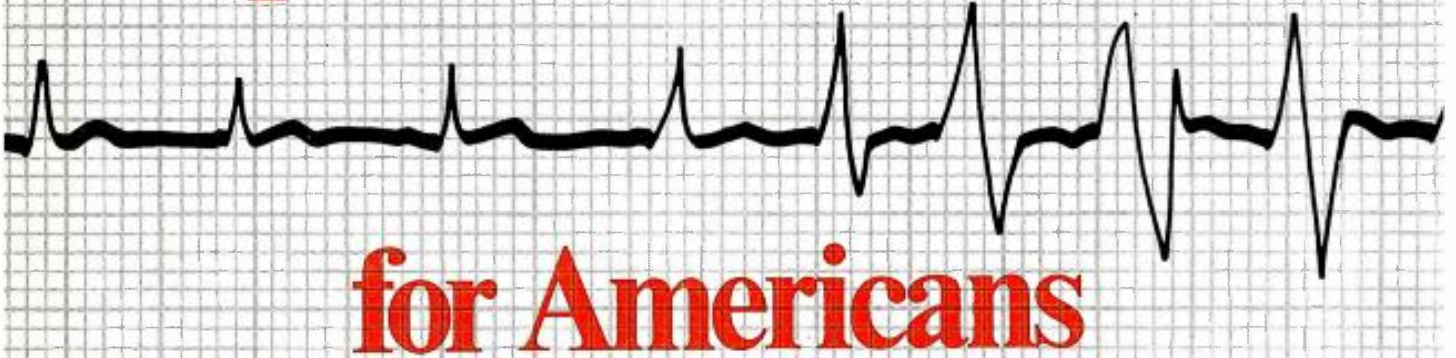
Wire origination

Is programing for CATV systems at least part of reason for LIN Broadcasting Corp.'s acquisition of more than 200 features and 175 cartoons from Medallion Pictures Corp. for estimated \$3 million in stock and other considerations (see page 73)? Speculation is that LIN is considering plan to eventually offer CATV systems package leasing of films and projection equipment for local program originations. NBC films syndicates 80 Medallion features to stations.

Bonus runs out

Rash of big-market AM-FM stations unduplicating their programing to meet FCC requirements has had some agencies and advertisers concerned—and in some cases re-checking their spot contracts in belief they specify commercials will be carried on both AM and FM. Quick poll of key agency executives indicated, however, that although their concern over loss of FM audience may be valid, in most if not all cases they have no contractual right to duplication. In one informal check, members of American Association of Advertising Agencies' Broadcast Policy Committee, all substantial radio users, reportedly agreed that FM has been bonus and honeymoon is over—and that they see no reason to ask stations for change in rates or renegotiation of contracts.

45rpm Cardioaccelerator*



for Americans

Hearts beat faster and eyes turned misty for millions of Americans when they heard “Day for Decision.” A few laughed or sneered.

“Day for Decision” was originally aired as a thought-provoking editorial—one of many in **LIN**’s continuing program of community involvement. A spontaneous reaction to draft card burning, protest activities, and other shocking social events, it sprang from the hearts of Alan Nelson, Noel Ball and Gene Clark, all of **WMAK**, **LIN**’s Nashville radio station.

Phones started ringing. “What was that you just played?” “Will you play it again?” “What time are you going to play it again? I want my boy to listen!” A doctor, driving with his family, pulled over to listen, then went to a phone and offered to buy time—to actually sponsor the program.

Hundreds of printed scripts were mailed on request, but that wasn’t enough, so records were made available to listeners. Then all the **LIN** stations played it. RAB made it available to member stations. Record companies became interested, and recorded it. Competitive stations lauded it. Newspapers gave it an unprecedented amount of national coverage. Some featured it as a front page story. Paul Harvey reviewed it saying, “The Washington Monument grew ten feet taller.” *Time Magazine* said: “It has music, of a sort. But the heart and soul of Day for Decision is a spoken oration on American patriotism.” 750,000 records have been sold.

What’s the point?

“Day for Decision” is the work of inspired, dedicated “disc jockeys” on a “Top Forty” (Rock ‘n Roll, if you prefer) **LIN** Radio Station.

The policy of **LIN** Broadcasting is to take sides, to inform, to educate, to reveal and argue issues of public interest—no matter the consequences.

LIN is responsible broadcasting for responsible listeners.

**That which increases
the rate of the heartbeat*



KAAY
LITTLE ROCK, ARK.

KEEL
SHREVEPORT, LA.

WAKY
LOUISVILLE, KENTUCKY

WMAK
NASHVILLE, TENN.

WANDTV
DECATUR, ILL.

WEEK IN BRIEF

Overmyer and Treyz announce plans to start fourth TV network, Overmyer Network, in September 1967 with 100 affiliates. Most observers offer enthusiastic welcome, but question prospects of success. See . . .

BOLD VENTURE . . . 25

CBS Radio checks its affiliates and other stations to determine interest in buying some of network's old drama programs. Might revive such shows as 'Gunsmoke,' 'Johnny Dollar,' 'Suspense.' See . . .

CBS RADIO DRAMA . . . 38

Challenge by CATV firms of FCC's Second Report and Order is shifted from District of Columbia appellate court to St. Louis bench that is weighing test on First Report and Order. See . . .

CATV APPEALS SHIFTED . . . 64

Revised table of UHF assignments is defended by FCC as providing flexibility, efficiency in TV allocations. Commission denies NAEB's petition for reconsideration of February table. See . . .

NAEB LOSES BID . . . 54

FCC reprimands WCHS for overstating chances of winning prizes in promoting 'Lucky Bucks' contests. Reminds all stations of their responsibility to protect public from deceptive advertising. See . . .

FCC CENSURES . . . 72

FCC, in precedent-setting move, upholds examiners' order that parties in revocation proceeding exchange list of witnesses and exhibits in advance. Move limited, but could be used again. See . . .

FCC ON NEW PATH . . . 52

Growing competition in infant auto-home tape cartridge field may have broad impact for broadcasters. Many new exhibits at Chicago show are billed as escape from 'excessive' radio commercials. See . . .

SHADES OF 78, 45, 33 1/3 . . . 52

KIOO(FM) Oklahoma City, fights FCC-FAA action to take it off air. Gets restraining order from court while FCC technicians search for cause of interference in ground radar at nearby air force base. See . . .

KIOO VS. FCC . . . 53

N. C. Rorabaugh Co. merges with Leading National Advertisers Inc. Firms would combine spot and network spending estimate services. Broadcast Advertisers Reports would also offer both. See . . .

DOUBLE REPORTS . . . 30

U.S. officials hopeful of reaching agreement with Mexico on some long-standing problems in coming talks on new treaty covering two nations' use of standard broadcast band. See . . .

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what is an influencible?



One of the lively ones. Intense, interested, keenly attuned. This vital market of young adults has tremendous buying power, and Storz radio reaches them. The influencibles are mostly Young Marrieds with children, so chances are they're in the market for your product or service. Concentrate on this lively, responsible audience and get sales action fast. Influence the influencibles.®

STORZ

WDGY Minneapolis-St. Paul
(Blair)
KXOK St. Louis
(AM Sales)

WHB Kansas City
(Blair)
WTIX New Orleans
(Eastman)

KOMA Oklahoma City
(Blair)
WQAM Miami
(Blair)

Cost of TV viewing essayed in study

U. S. families with disposable incomes below \$6,400 in 1963 got \$291 million more in TV entertainment than they "paid" for. Those with incomes above \$6,400 "paid" for \$291 million more than they got. And if present commercial TV system were converted to pay TV, benefits that under-\$6,400 families get from this "redistribution of income" would be totally or almost completely eliminated.

That's nub of study, "The Redistributive Effect of Television Advertising," published in British Royal Economic Society's *Economic Journal*. It's being distributed to trade newsmen in this country by Television Bureau of Advertising because of its "significance." One key point to be stressed, according to television researchers, is that higher-income families buy more TV-advertised products, in proportion to viewing, than lower-income groups.

Study, by Charles Yang and Francis A. Lees of St. John's University, New York, relates advertiser investment in TV (which is assumed to be passed on to consumers in higher prices), amount of viewing and purchase of advertised products. Thus it is said that family with \$3,000 income viewed programs valued at \$34.21 and paid \$21.20 in higher prices for advertised products, leaving that family "net subsidy" of \$13.01, or 38% of benefits received. But \$10,000-income family watched \$32.56 worth, paid \$51.73 and thus itself "subsidized" other viewers to extent of \$19.17, or 59% more than benefits received. Income of \$6,400 was where value of "benefits" and "payments" were found to balance out.

Loyalty oath stricken from DGA rules by court

Court decision invalidating loyalty oath requirement of Directors Guild of America on grounds it is "inherently vague" and therefore "unreasonable" was said to be first such action applying to private-nongovernmental organization.

Ruling handed down by U. S. Circuit Court of Appeals in New York on July 14 reversed decision last September by U. S. District Court there, which declined to issue injunction against oath as sought by plaintiffs, six

members of DGA. Court of Appeals sent case back to District Court for "fashioning of appropriate relief."

Court noted that it was guided in its ruling by recent U. S. Supreme Court decisions voiding broad and vague loyalty oaths as conditions for government employment. But court stressed that it was "not necessarily" condemning all forms of union loyalty oaths.

Plaintiffs were members of Screen Directors International Guild which was merged into DGA in 1965. SDIG did not have loyalty oath requirement but DGA has had one since 1949. Six directors refused to sign oath which was retained by consolidated union.

Regulation, fees upbeat for CATV, Reinsch says

Federal regulation and copyright fees will not harm growth or profit picture of community antenna television, CATV operators are being told today (July 18).

J. Leonard Reinsch, president of Cox Broadcasting Co. and former director of National Community Antenna Television Association, is making observations in NCTA Bulletin.

He says idea that CATV's with "many public service aspects would continue to develop indefinitely without reasonable regulation" is "unrealistic." Federal regulation, he adds, "will encourage and promote" CATV growth.

Broadcasting-CATV executive feels system operators who have been alarmed that copyright fees would "impose a critical financial burden" on them are too worried. Such fees are normal cost of doing business and "they would constitute a relatively small element" in overall cost, he continues.

Mr. Reinsch also looks for modification of FCC's rule restricting signal importation into top 100 markets "once the public interest becomes evident" and feels CATV "should and will develop local programming of a specialized nature that is not now available to any substantial degree through conventional TV. This supplemental programming can develop new opportunities for local television stations."

He also cautions against confusing CATV with pay TV today and feels it is "unlikely" CATV will develop into pay TV in future.

Cox Cablevision Corp., subsidiary of Cox Broadcasting Corp., is major group CATV owner.

ADL asks reconsideration of KTYM renewal decision

FCC has been asked to reconsider decision renewing license of KTYM Inglewood, Calif., despite allegations it carried anti-Semitic broadcasts (BROADCASTING, June 20).

Request was made Friday (July 15) by Anti-Defamation League of B'nai B'rith, which had originally urged com-

TV ad distribution future: electronics?

While airline strike doesn't seem to have significantly slowed spot TV business, at least yet, it has set TV people to thinking and talking. President Norman E. Cash of Television Bureau of Advertising, for instance, has lately been needling associates on question he says has bothered him long time: Why is it that in television, which depends on electronics for practically everything else, non-electric means are still used to distribute spot commercials to stations? There must, he insists, be better way than planes, trains and buses. Why not, for example, put them on AT&T lines during off hours, say late at night, and let stations tape them and then use—in

regular way—those they've been ordered for?

Mr. Cash acknowledges lines are expensive and system might be subject to complications, and that whole new company might have to be established to handle it. But, he points out, present system of duplicating prints, mailing and handling is complicated, cumbersome and expensive, too—and, with thousands of prints in field at any one time, may be far more costly on all-agency basis than electronics system would be. Just a thought, he says—and also acknowledges that while AT&T and tape companies would love it, Eastman Kodak might strip its sprockets."

WEEK'S HEADLINERS

Edward P. Whitney, VP and sales manager of Entron Inc., Silver Spring, Md., (manufacturer of CATV equipment), elected president, succeeding **Robert J. McGeehan**, who resigns to devote his time to personal affairs and to other business interests, including CATV system in Fredericksburg, Va. Mr. Whitney joined Entron in 1964. He was executive director, National Community Television Association, 1957-1961, leaving to join Ameco Inc., Phoenix (CATV equipment maker), as national sales manager.



Mr. Dawson



Mr. Dann

Thomas H. Dawson, sales VP at CBS-TV, elected senior VP of network, assuming responsibility for engineering, affiliate relations, operations, information services, program practices and sports. **Michael H. Dann**, program VP, elected senior VP-programs retaining full supervision of programming in New York and Los Angeles. **Frank M. Smith Jr.**, general sales executive, elected to network sales VP position being vacated

by Mr. Dawson. New CBS promotions were announced by network president John T. Reynolds who said they were meant to "provide more efficient and effective administration. . ."

Daniel H. Overmyer is chairman and **Oliver E. Treyz**, president, of newly announced Overmyer Network (ON) that is slated to begin in September, 1967, as fourth interconnected TV network (see page 25). Mr. Overmyer is owner of Overmyer Communications Co., New York, which operates WDHO-TV Toledo, Ohio, and holds construction permits for five other UHF's and has applied for seventh UHF in Dallas. Mr. Treyz, former president of ABC-TV network, is currently president and chief stockholder of National Television Sales, New York, station representative. Also appointed at ON: **Thomas J. McMahon**, VP-director of sports; **Lemuel B. Schofield II**, general counsel, and **Charles W. Shoop**, manager-long lines communications. Mr. McMahon was director of sports for former DuMont Television Network where he developed network coverage of professional football and basketball. Mr. Schofield was formerly general counsel for Overmyer Communications Co. Mr. Shoop is 12-year veteran of the AT&T radio and TV control department.

Robert H. Beisswenger, president and chief operating officer of Jerrold Corp., Philadelphia, since early this year, elected chief executive officer (see page 73).

For other personnel changes of the week see FATES & FORTUNES

mission to hold hearing on renewal.

ADL said commission decision "is at war" with commission practice over past 40 years and has no support in Communications Act, Supreme Court opinions or congressional action.

Commission had held that public interest is served by permitting expression of any views that don't involve "a clear and present danger of serious and substantive evil. . ."

But ADL said that commission has responsibility to determine whether programming is in public interest and that courts have consistently upheld commission authority in that area.

ADL also said "basic fallacy" in commission's reasoning is that it assumes "known falsehood" is entitled to same protection as honest remark.

ADL said broadcasts it cited in complaint contained "presentation of known defamation, lies and calumnies which are designed to set one group of Americans against another."

Hovel rejoins C-M

Cleo Hovel, VP-creative director, **Leo Burnett Co.**, Chicago, rejoins **Campbell-Mithun** as executive VP and director of creative services for all C-M offices effective Aug. 1. TV pioneer at C-M 1950-60, Mr. Hovel will headquarter in Chicago.

Burnett today (July 18) is announcing several promotions and appointments in its creative services division: **John E. Matthews** and **Howard C. Shank**, both VPs and creative directors, are named executive creative directors. Named creative directors are **Carl K. Hixon**, **Richard A. Stanwood** and **Paul E. Synor**. All three now are VPs and associate creative directors.

RTNDA regional directors

Balloting committee of Radio-Television News Directors Association meeting in Chicago Friday (July 15)

announced new regional directors (first name, two years; second, one year):

Far west—**Al Burchard**, KNBR San Francisco, **Don Mozley**, KCBS San Francisco; midwest — **Ben Larson**, WBBM Chicago, **Steve Fentress**, KMOX St. Louis; northeast—**Tom Frawley**, WHIO-TV Dayton (Ohio), **Ted McDowell**, WMAL-TV Washington; south-southwest—**John Corporon**, WDSU-TV New Orleans, **Eddie Barker**, KRID-AM-TV Dallas; Canada (for one year)—**Ron Laidlaw**, CFPL London, Ont.

RTNDA said 72.7% of all members voted. Convention will be held in Chicago Sept. 27-Oct. 1.

Sales of color TV sets continue upward climb

Although color TV distributor sales to retailers for first five months of year continued perking at 123.4% over same period last year, sales of monochrome TV sets held just about even—up 1%.

Total TV sales for January-May period continued up, by 24.2%, while home radio sales moved upward for 17.4% gain, with FM up by 56.3%. Auto radio sales continued soft, down 6.4% for period.

Figures, as reported by Electronic Industries Association today (July 18):

TELEVISION			
Period	Total	Mono-chrome	Color
Jan.-May '66	4,371,143	2,882,797	1,488,346
Jan.-May '65	3,520,125	2,853,812	666,313

RADIO			
Period	Home (with FM)	Auto	
Jan.-May '66	4,803,892	1,330,339	3,918,379
Jan.-May '65	4,092,191	850,924	4,186,873

Directors of Singer Co. approve Packard-Bell buy

Directors of Singer Co., New York, have approved approximate \$44 million purchase of Packard-Bell Electronics Corp., Los Angeles. Final deal awaits execution of written contract and consent by Packard shareholders.

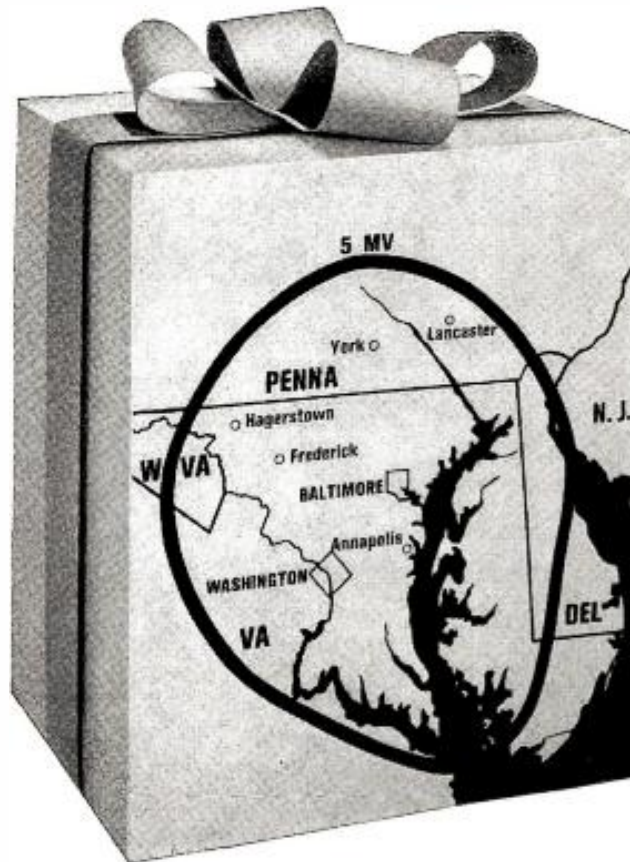
Transfer of 1,558,010 shares at \$28.125 per share will unite Singer, stereo radio and phonograph-maker, with Packard, producer of color TV sets (BROADCASTING, May 23). Singer, whose principal business is sewing machines, is acquiring 1,007,000 outstanding shares of Packard, convertible note held by Marathon Securities Corp. for 526,315 shares of Packard capital stock, and certain employee stock options. On July 6, Packard directors agreed on transfer, which figures to yield \$27.87 per share for their shareholders.

BROADCASTING, July 18, 1966

Buy WBAL

and you've bought Baltimore!

Your selling job's as good as done with WBAL. That's why in a 16 station market local advertisers invest better than 1 out of every 4 radio dollars on WBAL,* Maryland's only 50,000 watt station.



WBAL BALTIMORE

NBC Affiliate / Nationally represented by
Daren F. McGavren Co., Inc. or call
301-467-3000

*Based on latest FCC Reports



*Dear Abby,
I don't seem to
get far with the ladies*

in Wisconsin, lamented a manufacturer of soaps and things. ♀ You never will, mister, replied Abby Lindersmith of his ad agency's media department, if you keep letting your message drift down into Illinois where Wisconsin ladies ain't. You need WKOW-TV* to steer you right. That's the Madison station which feeds your beautiful commercial to 200,000 unduplicated homes in the actual Madison/Midwestern market. ♀ You said WKOW-TV? asked the client anxiously? ♀ I sure did, big boy. ♀ Dear Abby, you've made me very happy, he said. Great WKOW.

MADISON'S
WKOWLAND TV
WKOW-TV (interconnected) WAOW-TV

REPRESENTED NATIONALLY BY ADAM YOUNG
IN MINNEAPOLIS BY WAYNE EVANS

Tony Moe, Vice-Pres. & Gen. Mgr.

Ben Hovel, Gen. Sales Mgr.

Larry Bentson, Pres.

Joe Floyd, Senior Vice-Pres.

DATEBOOK

A calendar of important meetings and events in the field of communications.

■ Indicates first or revised listing.

JULY

July 17-18—Annual summer convention of Idaho Broadcasters Association. Lewis-Clark hotel, Lewiston.

July 17-19 — Annual summer convention of South Carolina Broadcasters Association. Speakers include Wallace Johnson, assistant chief, FCC Broadcast Bureau; William Ray, chief, FCC Complaints and Compliance Division; Charles Stone, manager, National Association of Broadcasters radio code. Ocean Forest hotel, Myrtle Beach.

■ July 18-22—Annual convention of the International Alliance of Theatrical Stage Employees. Cobo Hall, Detroit.

July 20-24 — National convention of the American Federation of Television and Radio Artists. Chicago.

July 22—Meeting of the Advertising Club of Memphis, featuring Stephen B. Labunski, president, NBC Radio, as guest speaker. The Summit Club, Memphis.

July 22—Seminar for newsmen sponsored by the Kentucky AP Broadcasters Association. Holiday Inn, Frankfort.

July 24-Aug. 5—Seminar in marketing management and advertising sponsored by the Advertising Federation of America. Harvard Business School, Boston.

July 25—New deadline for submission by pay-TV companies to FCC of detailed specifications of their present or proposed systems for over-the-air subscription TV. Commission will use information to determine technical standards if it ultimately decides to authorize nationwide over-the-air pay television.

July 28-30 — Fourth annual National Broadcast Editorial Conference sponsored by the Radio and Television News Directors Association and the Columbia University graduate school of journalism. Speakers include Robert Price, New York deputy mayor; Dr. Herta Herzog of Jack Tinker and Partners; Clark B. George, WCBS-TV New York; Eldon Campbell, WFBM-AM-FM-TV Indianapolis; A. Louis Read, WDSU-TV New Orleans; Howard Mandel, VP for research, National Association of Broadcasters; Reuven Frank, NBC News; Fred W. Friendly, journalism professor at Columbia University; FCC Commissioner Kenneth A. Cox, and Theodore Pierson, broadcast attorney, Hilton hotel, New York.

July 29-30—Annual meeting of the Florida AP Broadcasters. Monson Motor Lodge, St. Augustine.

AUGUST

Aug. 1—Deadline for comments to FCC on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems. Comments were invited as a result of ABC's request for permission to put its own satellite in sky.

■ Aug. 3—Auction sale of WTRA Latrobe, Pa., by receiver. New Federal Building, Pittsburgh.

Aug. 5-6 — Meeting on bar news media relations sponsored by the National Institute on Bar Public Relations. Hotel Queen Elizabeth, Montreal.

Aug. 11-14—11th annual convention of the National Association of Radio Announcers. Theme of the convention is: "The New Image Means Preparedness." Waldorf-Astoria hotel, New York.

Aug. 12 — Fifth annual Georgia Association

NAB FALL REGIONAL CONFERENCES

Oct. 13-14—Statler-Hilton hotel, Dallas

Oct. 17-18—Mark Hopkins hotel, San Francisco.

Oct. 20-21—Hilton hotel, Denver.

Oct. 24-25—Radisson hotel, Minneapolis.

Nov. 10-11—Chase-Park Plaza hotel, St. Louis.

Nov. 14-15 — Waldorf-Astoria hotel, New York.

Nov. 17-18—Queen Charlotte hotel, Charlotte, N. C.

Nov. 21-22—Robert Meyer hotel, Jacksonville, Fla.

of Broadcasters TV Day. Marriott hotel, Atlanta.

Aug. 16 — Annual shareholders meeting of Desilu Production Inc.

Aug. 18 — Second annual Communications Clinic sponsored by the U.S. Housing and Urban Development Dept. Speakers include Gordon B. McLendon, president of McLendon Corp.; and Fritz Kuler, KRLD-TV Dallas-Fort Worth. Sheraton-Dallas hotel, Dallas.

Aug. 19-21—Annual summer meeting of West Virginia Broadcasters Association. Greenbrier, White Sulphur Springs.

Aug. 23—Annual meeting of stockholders of Rollins Inc. Bank of Delaware building, Wilmington, Del.

Aug. 23-26 — Annual Western Electronic Show and Convention including a technical exposition at the Sports Arena and Hollywood Park. Biltmore hotel, Los Angeles.

Aug. 25-26 — Annual fall meeting of Arkansas Broadcasters Association. Coachman's Inn, Little Rock.

■ Aug. 30—Special stockholders meeting, Rust Craft Greeting Cards Inc., and Boise Cascade Corp., to vote on merger. Rust Craft meeting is in Dedham, Mass.; Boise Cascade, in Boise, Idaho.

SEPTEMBER

Sept. 1 — New deadline for comments on FCC's proposed rulemaking which would authorize TV translator operators to use microwave relays to bring in TV signals.

Sept. 1 — Deadline for comments on proposed FCC rulemaking to provide for a nationwide system of over-the-air pay television and for comments on FCC notice of inquiry into the possibility of pay TV by wire.

■ Sept. 6—New deadline for comments on FCC's proposed rulemaking aimed at incorporating into the commission rules a modified version of the rules of discovery now employed in all federal courts. The rules are designed to shorten hearings and prevent opposing sides from springing surprises.

Sept. 14-17—Annual fall meeting and election of officers of Michigan Association of Broadcasters. Hidden Valley, Gaylord.

Sept. 15—New deadline for reply comments on FCC's proposed rulemaking which would authorize TV translator operators to use microwave relays to bring in TV signals.

Sept. 16-17—Annual meeting and election of officers of Maine Association of Broadcasters. Sebasco Lodge, Sebasco Estates.

Sept. 18-18 — Southwestern area conference of the American Women in Radio and Television. Skirvin hotel, Oklahoma City.

Sept. 18-20—Annual meeting and election

BROADCASTING, July 18, 1966



Explore the Memphis TV market and you stumble upon one exciting fact after another. Fact #1. The total Memphis TV market is three times bigger than the Memphis metro. Fact #2. Memphis TV delivers the metro PLUS a healthy hunk of Arkansas, all of West Tennessee, and the rich Mississippi Delta. (Add it all up and you have a population bigger than the whole

state of Colorado, including Denver.) Fact #3. The cost per thousand Memphis households is a low \$2.54†. Compare that with Denver's \$3.28†, or Albany's \$3.18†, or New Orleans' \$3.58†. Fact #4. Retail sales of the Memphis TV market total \$2,168,300,000. If you'd like to comb this market paradise with your own man Friday, just call in your Katz, RKO, or Blair representative.

SOURCES:

*ARB, November, 1965, Television Audience Estimates

**SRDS, January, 1965, Consumer Market Estimates

†ARB Television Market Analysis, 1965

Buy the market, not just the metro

WREC-TV / WHBQ-TV / WMCT

MEMPHIS TELEVISION



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Once again, TWA will reward excellence in commercial aviation and air travel coverage. Categories include black and white, and color photographs; newsreel and television film; press association, newspapers, magazine and broadcast writing; television-radio production. Material published or broadcast between September 15, 1965 and September 15, 1966 is eligible. More than one entry may be submitted and must be postmarked by October 15, 1966. For complete details, write to Gordon L. Gilmore, Vice President—Public Relations, Trans World Airlines, Inc., 605 Third Avenue, N. Y. 10016.

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Broadcasting

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of officers of Nebraska Broadcasters Association. Holiday Inn, Norfolk.

Sept. 19-21 — General membership conference for 1966 of Institute of Broadcasting Financial Management. Brown Palace hotel, Denver.

■Sept. 20—New deadline for reply comments on FCC's proposed rulemaking aimed at incorporating into the commission rules a modified version of the rules of discovery now employed in all federal courts. The rules are designed to shorten hearings and prevent opposing sides from springing surprises.

Sept. 23-25 — Southern area conference of the American Women in Radio and Television. Robert E. Lee hotel, Winston-Salem, N. C.

Sept. 28-Oct. 1—1966 international conference of the Radio-Television News Directors Association. LaSalle hotel, Chicago.

Sept. 29-30—Annual fall meeting of Minnesota Broadcasters Association. Holiday Inn, Duluth.

Sept. 30-Oct. 2 — Northeastern area conference of the American Women in Radio and Television. Pine Tree Point Club, Alexandria Bay, N. Y.

OCTOBER

Oct. 1 — Deadline for reply comments on proposed FCC rulemaking to provide for a nationwide system of over-the-air pay television and for reply comments on FCC notice of inquiry into the possibility of pay TV by wire.

■Oct. 1—Annual Paul White Memorial Banquet of Radio-Television News Directors Association. LaSalle hotel, Chicago.

■Oct. 2-7—100th Semiannual Technical Conference and Equipment Exhibit sponsored by the Society of Motion Picture and Television Engineers. Ambassador hotel, Los Angeles.

Oct. 3 — Deadline for comments on FCC's proposed rulemaking that would prohibit group owners from acquiring more than three television stations, not more than two of them VHF's in the top-50 television markets.

Oct. 3-5—Annual fall convention and election of officers of Illinois Broadcasters Association. Sheraton-Blackstone hotel, Chicago.

Oct. 3-5—1966 National Electronics Conference. McCormick Place, Chicago.

Oct. 5—Twelfth annual conference of the Advertising Research Foundation. ARF president Sherwood Dodge is principal speaker. Panels tentatively set: (morning) Julius Barnathan, ABC; A. B. Blakenship, Carter Products; Francis G. Boehm, RKO General Broadcasting; R. F. Creighton, Procter & Gamble; Cornelius DuBois of Foote, Cone & Belding; Remus Harris of MacManus, John & Adams; Helen Kaufmann, Clairor Inc.; Herbert E. Krugman, Marplan; Malcolm A. McNiven, E. I. duPont de Nemours & Co.; Frank Stanton, Benton & Bowles; Joseph A. Steger, The Prudential Insurance Co. of America; Carroll J. Swan of "Mediascope"; Arthur H. Wilkins, Papert, Koenig, Lois; James A. Yergin, Westinghouse Broadcasting Co., all under panel chairmanship of Robert C. Sorensen, D'Arcy Advertising. (afternoon) Richard H. Baxter, Associated Merchandising Corp.; William S. Blair, Harper-Atlantic Sales Inc.; Joseph E. Bradley, Thomas J. Lipton Inc.; George S. Fabian of Johnson & Johnson; Robert Garsen, Television magazine; Victor Hawkins, Campbell-Ewald; Babette Jackson, Dancer-Fitzgerald-Sample; Morten M. Lenrow, "The Saturday Evening Post"; Benjamin Lipstein of Sullivan, Stauffer, Colwell & Bayles; Howard Mandel, National Association of Broadcasters; Mary L. McKenna, Metromedia Inc.; Bruce Neal, Ford Motor; Richard H. Ostheimer, Time Inc.; Edward M. Stern, Foote, Cone & Belding, all under panel chairmanship of Leo Bogart, Bureau of

■Indicates first or revised listing.

FIRST



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AGAIN WSYR-TV is No. 1 in Homes
Delivered in the Syracuse Market:

***32.3%** *More Than Station No. 2*

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*ARB for March, 1966.
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WSYR • TV

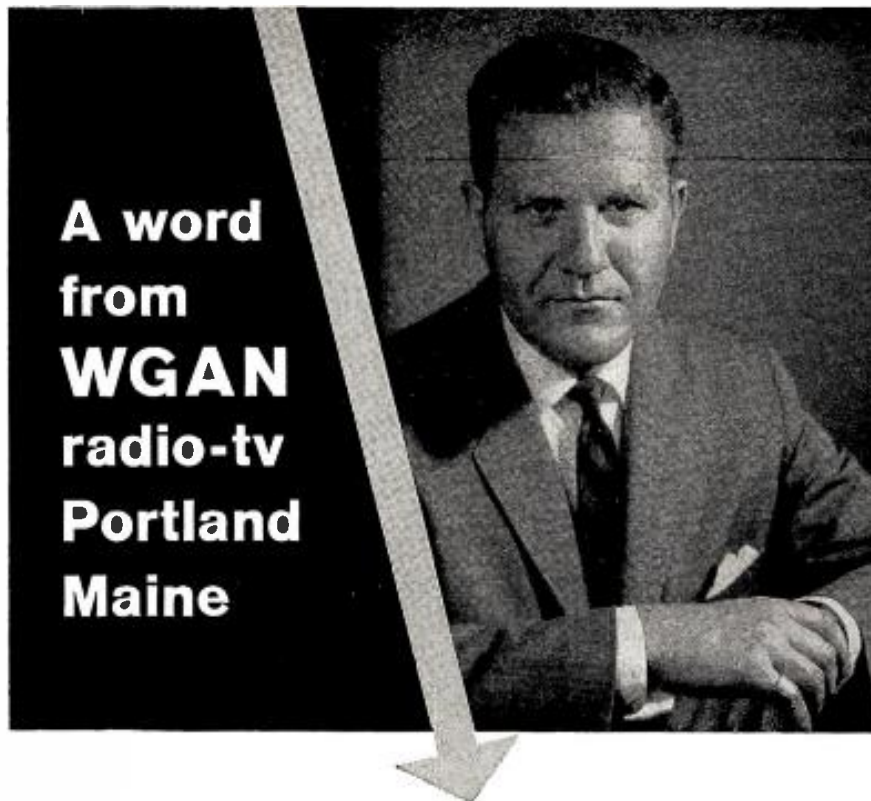


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**A word
from
WGAN
radio-tv
Portland
Maine**

CATV: CANCER OR CURE?

The NCTA Convention held in Florida last month served the patient observer as a reminder of how severe is the need for a Broadcaster accommodation with CATV. The cable operators are restricted to building a shaky foundation at best, and we shall all rue the days that pass without that effort to serve our nation through mutual problem solving.

Two decisions clearly show the present direction of both headstrong elements.

Former FCC Commissioner Fred Ford, President of NCTA, sounded the economic death knell of CATV when he called for a heavy schedule of "public service programming" while at the same moment unwisely

and unjustifiably condemned broadcasters for not doing this job. The record shows Ford is wide of the mark.

The other bit of misjudgment came to pass when the NAB TV Board failed to acknowledge Roger Clipp or Triangle had done enough homework to provide a platform on which to base further CATV study by the NAB. So where do we go from here?

The Broadcaster remains militant. The CATV interests travel their difficult way alone.

When will we wake up and remember we are all servants of our listeners and viewers and that they will not judge us lightly if we fail to recognize the greater interests.

Gene Wilkin
GENE WILKIN
Vice President



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Broadcasting

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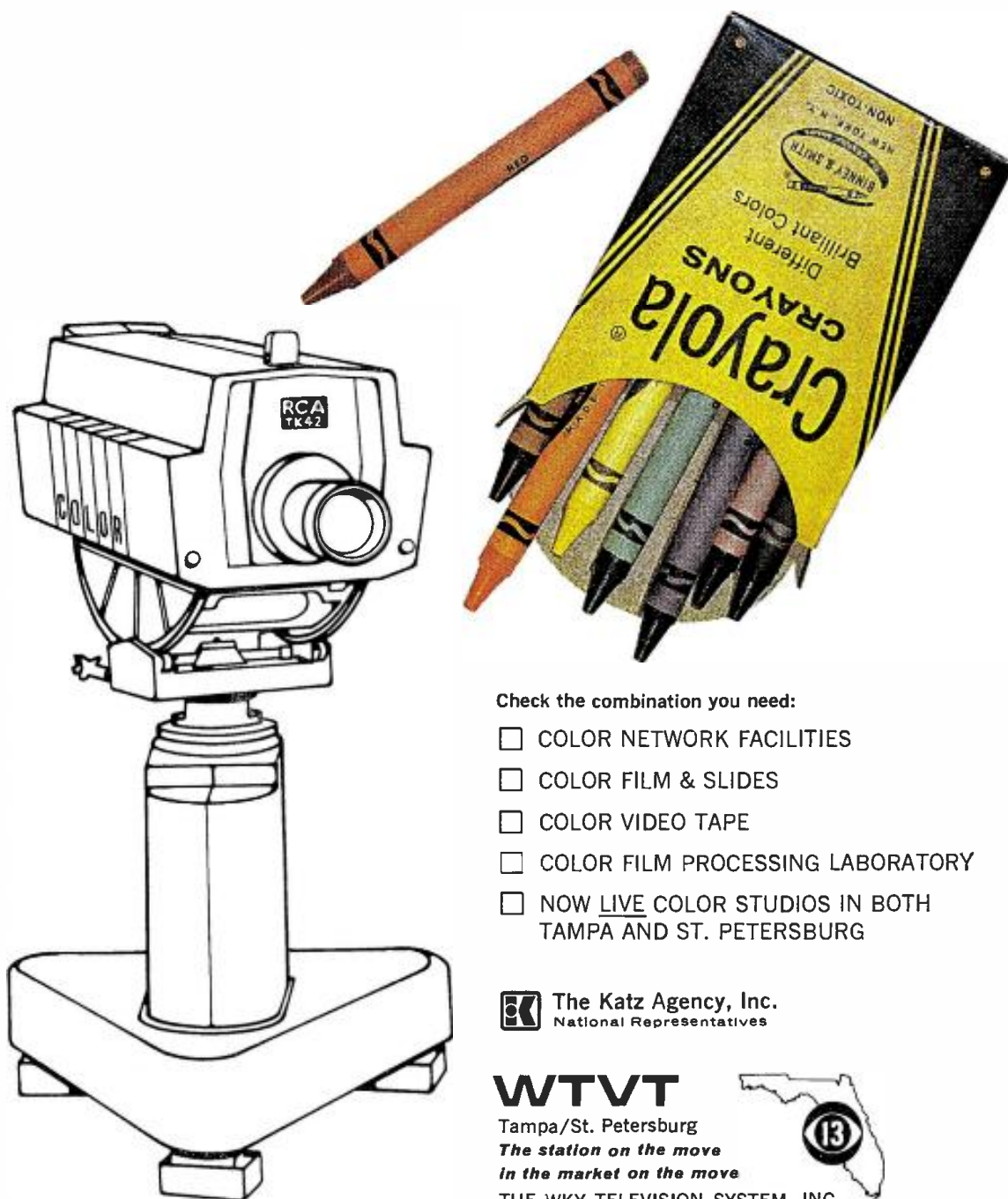
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BROADCASTING, July 18, 1966

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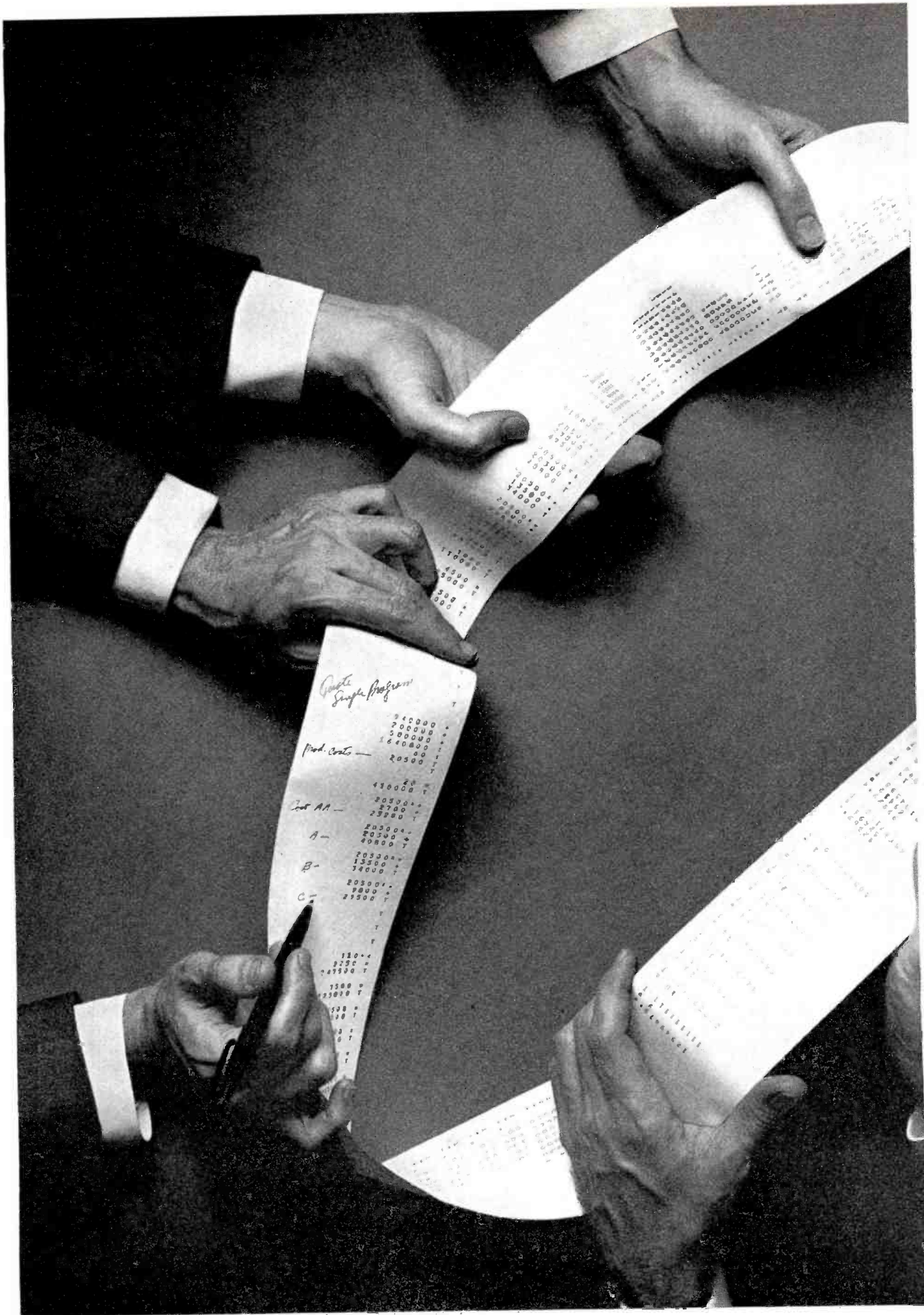
The station on the move

in the market on the move

THE WKY TELEVISION SYSTEM, INC.

WTVT, Tampa/St. Petersburg; WKY-TV & Radio, Oklahoma City; KTVT, Dallas/Ft. Worth; WUHF-TV, Milwaukee; KHTV, Houston







"It's for the computer"

The Fulton National Bank, Atlanta, Ga., handles bookkeeping for three correspondent banks in Albany, Athens, and Marietta, Georgia.

By using Bell System Data-Phone* service, these three banks are able to have all checking account bookkeeping handled by a computer at the Atlanta bank.

"There have been almost no errors in this operation," Gordon Jones,

President of Fulton National, says. "The error rate is so small that we have no real bookkeeping problem."

With this system, the smaller banks get even more complete records and faster accounting than they did with the former manual systems.

The Fulton National also provides other computer services for the smaller banks, such as figuring what effect a change in service charges

might have. By programming four or five different possible charge schedules, a bank can get precise knowledge of just what the various changes would produce in revenue.

The Bell System has many services designed to solve business problems. In these and other ways, we are helping many companies do a better job through better communications.

*Service mark of the Bell System



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Advertising of the American Newspaper Publishers Association, Waldorf-Astoria hotel, New York.

Oct. 6-8—Annual fall meeting and election of officers of Alabama Broadcasters Association. Stafford motor hotel, Tuscaloosa.

Oct. 7-9 — East central area conference of the American Women in Radio and Television. Ambassador hotel, Chicago.

Oct. 10-11—Annual fall meeting and elec-

tion of officers of New Jersey Broadcasters Association. Shelburne hotel, Atlantic City.

Oct. 13-14—Annual fall meeting of Ohio Association of Broadcasters. Speakers include George W. Bartlett, vice president for engineering, National Association of Broadcasters. Christopher Inn, Columbus.

■Indicates first or revised listing.

OPEN MIKE®

Talk about talk

EDITOR: Your recent well-researched article on talk programing [June 27] evidently struck home to many radio broadcasters, as we received no fewer than 10 phone calls from key-market radio stations on the morning after the July 4 weekend. All of these stations inquired about the availability of *The Shadow* and our other radio mystery series—Charles Michelson, president, Charles Michelson Inc., New York.

EDITOR: BROADCASTING was unfair and inconsistent in ruling out WTOP [Washington] as a talk station—Tom Bratter, Las Vegas.

(Mr. Bratter refers to a letter in "Open Mike" July 4 from Lloyd Dennis, vice president and general manager of WTOP, who protested the exclusion of his station from specific mention in the June 27 special report. An editors' note explained that specific references were made only to stations that devoted at least 90% of their total broadcast schedules to talk programs and that WTOP, which is all-talk from 6 a.m. to 11:30 p.m. weekdays, did not meet the standard because of its nightly *Music 'Til Dawn* and weekend music programing. It now appears that four CBS-owned stations, WEEI Boston, WBBM Chicago, KNX Los Angeles and KCBS San Francisco, were erroneously included in the BROADCASTING report owing to what CBS officials now say was a "misunderstanding" of BROADCASTING's 90% criterion. Like WTOP, the four CBS properties should have been omitted.)

Asking for help at the top

EDITOR: Attached is a copy of a piece titled "A Promotion Manager's Prayer," which was written by our WBTV(TV) Charlotte, N. C., promotion manager, Larry Harding. I personally think it's one of the cutest and best-written things I have read in a long time and believe it will make for interesting reading in BROADCASTING.

Lord, in Thou knowest better than I know myself that I have the most trying and most thankless task on earth. Keep me from the fatal habit of thinking that I must reveal this truth to everybody at every opportunity.

Help my sales manager to keep his vast store of wisdom to himself. It seems a pity for him not to use it in my behalf—but Thou knowest, Lord, that even he will need a friend in the hereafter, and I may well be his only hope.

Keep my copywriter's mind free from the recital of endless details; give him wings to get to the point. Seal my station manager's lip on his imagined grievances about my department. They

are increasing, and love of rehearsing them is becoming sweeter to him as the years go by. Help me to endure them with patience.

I do not expect the wisdom to understand my local city editor; I ask only Thy assistance in pre-empting my daily desire to do him violence. Neither do I ask that I be the answer to what ails my industry; only grant, Lord, that I not be a part of the problem.

Keep me reasonably tolerant. I do not want to be a saint—some of my salesmen are so hard to live with—but a sour promotion manager is one of the crowning works of the devil.

Give me the ability to see good things in "bad" associates, and recognize that Thou didst spill a trace of talent even on station managers and program managers. Give me the grace to tell them that I know this to be so.

Teach me, Lord, the glorious lesson that—occasionally—promotion managers, too, may be at fault.

And finally, Lord, when the results of Thy last Nielsen are in, and I have gone where all good broadcasters go, place my sales manager at my right arm and my program manager at my left. For truthfully, I have grown quite fond of my old adversaries—and know that they will be just as helpless without me UP THERE, as they are down here.

AMEN!

—Charles H. Crutchfield, president, Jefferson Standard Broadcasting Co., Charlotte, N. C.

Live story

EDITOR: It's hard for me to find words to tell you how thrilled and overwhelmed I was with the "Week's Profile" (BROADCASTING, June 20). In fact as I read it for the first time in the NAB offices that Monday morning, I could hardly believe it. And the comments from the board members who were there plus the multitude of letters from all across the country, well, it was almost unbelievable.

My husband was most impressed. He said it was as if an old friend who had known me for many years had written it. He was very complimentary about your ability to put a story on paper and make it so alive.—Mrs. Marianne B. Campbell, general manager, WJEH Gallipolis, Ohio.



The great media buy.

Olivetti Underwood Divisumma 24 gives you lots of numbers at low prices. It calculates invoices, figures new rate card rates, single program and series rates, payrolls, expense prorations, percentages, and worksheet problems. It adds, subtracts, multiplies and divides; does short-cut multiplication and division, accumulates subtotals and keeps nice, neat records of everything. It costs \$625. So, if you want a cost per thousand that's a cost per thousand, call your Olivetti Underwood representative and ask him to show you how it's done. He's in the Yellow Pages.



olivetti underwood

PR and advertising: Adversaries or associates?

Recently one of the major West Coast advertising associations held a symposium on the subject of whether advertising agencies should handle public relations. To my way of thinking the topic matter was a gratuitous slap at an industry that is far too often overlooked in the advertiser's formulation of promotional and marketing plans. Instead of discussing the question of whether advertising agencies should handle public relations, I believe that it would have been more valid to reverse the question and ask if public relations agencies should handle advertising.

In the years ahead, as marketing executives recognize the increasing importance of public relations, I think a new order of advertising agency will arise.

It will be one that handles advertising and public relations on an equal basis.

Too often, today, advertising agencies regard public relations as an afterthought, to be relegated to the lowest echelon of personnel at the agency. Perhaps the reason for this is that advertising is far more remunerative to the agency, while often times much more time and effort must be expended for a well executed publicity campaign. At this point, I expect that advertising people reading these words will cry out in anguish: "Why is it that people always think that preparing an ad is an easy job?"

Having been in advertising now for many years, I recognize the pools of sweat and tears that go into advertising campaigns but still contend that getting free editorial space is somewhat more difficult than filling paid space. The public relations man, whether he works inside or outside of an advertising agency, must generate more energy, expend more effort, to secure his place in broadcast's time or on print's pages.

In some instances, advertisers allocate millions of dollars for the purchase of time on radio and TV and in print without spending a single dollar for public relations.

Yet, public relations can play a greater part than advertising in meeting specific marketing goals. To cite an example, several years ago, Roberts & Associates (the predecessor company to Shaw & Roberts) was assigned to promote and publicize the Electronovision Inc.-produced, Warner Brothers-distributed feature film version of "Hamlet." The movie was the first to be filmed in a revolutionary electronic process that

used television rather than motion picture techniques. The producer felt that to successfully market this picture, a completely different approach needed to be used. It was thus decided that to create excitement and word-of-mouth interest, the picture should open simultaneously in 1,000 theaters across the nation.

This represented a big gamble for the producer because it involved an expenditure in excess of \$500,000 for prints alone. Also, for the first time a movie was billed as playing four performances only. If the audience missed one of these performances, it would never be able to see this movie again. No previews or advance screenings of the film were scheduled.

Each of these moves was designed with the marketing problem sharply in focus but still keyed to supporting the advertising campaigns to be run by Warner Brothers and its local theater outlets.

The results of this approach—of publicity working hand in hand with advertising—was that "Hamlet," in four performances in a two-day run, grossed more than \$3.4 million. In almost every major market, every performance of the movie played to better than 95% of capacity. And this was on Wednesday and Thursday, historically two of the weakest days of the week in movie houses.

In some instances in the past, public relations companies have shied away from getting into advertising because they felt that some of their business comes from advertising agencies; therefore, it would not be judicious to compete with the hand that helps feed them. But at Shaw & Roberts, we have worked

closely with advertising agencies for some of our public relations' accounts without any apparent conflict. The reason: Though collaborators, public relations and advertising have distinct and separate functions.

Consider a most recent example where Shaw & Roberts is wearing both advertising and public relations hats without confusion. We have acquired a television client, comparatively new in business, for whom we've mounted extensive advertising and public relations campaigns. The campaigns are designed so as to establish a tempo, with the advertising alternating with the publicity and with both serving to complement one another. We feel that mention on broadcasting stations, that editorial space gained in respected publications, adds validity and importance to our client's advertising program.

For another client, who this fall will be offering a new type of radio syndication service, we now are preparing a rounded campaign that will combine publicity and advertising into a saturation reach of all of the nation's commercial radio stations. Again, here, the close working relationship that comes from handling both sides of a campaign (even as a mere time-saver, with the client able to plan all phases of publicity and advertising at one sitting) can work to an advertiser's distinct benefit.

The point of all this is not to argue the pros and cons of advertising vs. public relations. Mostly, this is a call for advertising agencies to recognize the value of public relations in the overall marketing scheme. PR and advertising should be associates, not adversaries.



Martin Roberts is a partner in an advertising agency that is oriented toward the entertainment industry. The agency, Shaw & Roberts, also handles public relations for some of its clients. A former radio-TV producer-director, Mr. Roberts was director of advertising, publicity and promotion for National Telefilm Associates. During the last seven years, his agency has serviced such accounts as KHL Los Angeles, Electronovision Inc., and Home Entertainment Corp.



Storer takes to the air more ways than one.



For thirty-eight years, Storer Broadcasting Company has been bringing interesting events to millions of people. Now, with the purchase of Northeast Airlines, Storer also is bringing millions of people to interesting events and places. On the air...or in the air...Storer continues to serve the public.

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	NEW YORK WHN	TOLEDO WSPD	DETROIT WJBK
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV



NEW YORK?

Take a second look...

The garment industry in the **DULUTH-SUPERIOR** market represents some of the nation's best known manufacturers. This is a scene in the cutting room where Trundle Bundle infant's and children's wear begins transformation from design to finished form. Other garment makers in the Duluth-Superior market include Munsingwear, Cluett-Peabody, Minnesota Woolen, and some of the midwest's finest knitting mills. Garment-making, another exciting facet of industry in the great and growing Duluth-Superior market, where KDAL Radio and Television serve over one million people.

Represented by Edward Petry & Company, Inc.; in Minneapolis/St. Paul by Harry S. Hyett Co.; in New England by Bill Creed Associates, Inc., Boston.

KDAL INC.
Television 3 / 610 Radio

A WGN Continental Broadcasting Company Station Dedicated to Quality, Integrity, Responsibility and Performance

Bold venture in TV networking

The early book on Overmyer Network's chances:

a sentimental favorite but bettors hold back;

Treyz predicts 100-market lineup by next fall

An unheralded plan for a fourth television network caught the advertising and broadcasting businesses by surprise last week and found them overwhelmingly warm to the idea but somewhat cooler to its prospects.

The plan, announced by Daniel H. Overmyer and Oliver E. Treyz, was greeted enthusiastically by FCC members and by many leading advertisers and agencies—even when, in some of the latter cases, they said they had serious reservations about whether it would work.

A scattering of the agencies and advertisers canvassed by BROADCASTING expressed outright criticism—usually on the theory that a fourth network would further splinter audiences and run up the advertisers' cost-per-thousand.

But these were outnumbered by a margin of at least 4 to 1 by those who welcomed the idea without qualification. Those who were generally favorable but at the same time nurtured some skepticism also outnumbered the outright dissenters by 4 to 1.

Station reaction in BROADCASTING's sampling ranged from unabashed enthusiasm, best exemplified by WPIX(TV) New York, an independent station that will be the Overmyer Network's New York affiliate, to coolness bordering on cold. Most stations queried, however, seemed to favor the idea or at least took a wait-and-see attitude.

Judgment Deferred ■ A substantial number in all categories—advertiser, agency and station—declined to express any firm opinion until they could get full details from ON officials. Mr. Treyz had sampled station interest in advance—and reported that he found widespread enthusiasm and in fact already had commitments from 35 stations—but said he had not exposed the plan to advertisers or agencies prior to the announcement.

Mr. Overmyer, head of a complex

of businesses, owner of one operating UHF station, holder of FCC permits for five others and applicant for a seventh, and Mr. Treyz, former president of the ABC-TV network and now head of his own station-representation firm, said the new network would furnish eight continuous nighttime hours of service to interconnected affiliates starting the Monday after Labor Day next

correspondents as their own newsmen, if they wish.

■ A two-hour variety program will be produced for late-evening presentation five nights a week through the resources of the William Morris agency, one of the top-ranking talent agencies. The show will originate in hotels in Las Vegas, where, Mr. Overmyer noted, "there is more talent at any one



These three figured most prominently in plans for the Overmyer Network announced in New York last week. Shown (l to r) are Thomas J. McMa-

hon, vice president-director of sports; Daniel J. Overmyer, chairman of the board, and Oliver E. Treyz, president of ON.

year (Sept. 11, 1967).

Highlights of their plans, announced Tuesday (July 12) at a news conference in New York or disclosed later, included:

■ The nightly eight-hour schedule will start with a two-hour news feed by United Press International and its UPI Newsfilm subsidiary, which Mr. Treyz hailed as an emerging "fourth force" in television news. The news feed will start at about 5:30 p.m. New York time, and affiliates can tape it and use whatever excerpts they want in their local newscasts, billing the UPI

time than you will find in any-one city in the world."

■ The Las Vegas program will be priced to advertisers at \$6,000 a commercial minute, commissionable. There will be a maximum of 12 commercial positions an hour, grouped in six pairs, with four positions available for sale by stations and eight by the network, on a rotating basis. The price anticipates a coverage factor of 80% U.S. TV homes.

■ Mr. Treyz said he had commitments from 35 stations to carry the Las Vegas show and expected to have

more than 100 lined up by the time the network commences operations.

■ Other programing will include entertainment, sports programs of local, regional and national interest, various specials and regularly scheduled public service programs. Although it wasn't announced, authoritative sources said that Sylvester L. (Pat) Weaver, former NBC president and more recently head of Subscription TV Inc., who was associated with Mr. Treyz in an effort to launch a limited-time, non-interconnected network a year ago, would "undoubtedly" help in developing ON programing.

■ Affiliations will not necessarily be exclusive in most markets, and in fact are more likely—at least at the outset—to vary from one program to another within a given market. "We don't expect any station to carry all of our programing," Mr. Treyz reported. Affiliates will also be free to tape ON programing and broadcast it later, at agreed-upon times, an approach that will enable ABC, CBS and NBC affiliates to carry their conventional network programs and still carry ON programing in other hours.

■ In another departure from conventional network practices, there will be no exchange of money between ON and its affiliates. The network will pay for the AT&T intercity connections, at

a cost estimated unofficially at more than \$500,000 a month, and for the programing. The compensation to affiliates will be in the form of commercial positions in the network programs, with affiliates having one-third of the minutes to sell for themselves while the network reserves two-thirds for its sale.

■ Mr. Overmyer said the network would be backed by "the full resources of the Overmyer organization," which include what is said to be the nation's biggest warehouse system, an industrial leasing firm, a credit corporation, national bank and business newspaper. He said he was prepared to spend \$6 million to \$10 million on the network in its first 18 months, apart from his investment in his group of UHF stations, and indicated that some \$100 million could be put into facilities, programing and administrative costs of the network over a five-year period.

Mr. Overmyer is chairman of ON, Mr. Treyz president. Other key executives announced last week were Thomas J. McMahon, who has a long identification with broadcast sports both as an executive at N. W. Ayer & Son and as director of sports for the old DuMont Television Network, and who is vice president and sports director of ON; Charles W. Shoop, who joined ON as manager of long-lines commun-

MBS TV network too?

Several months ago when the Mutual Broadcasting System was in the process of being sold by the 3M Co. to its present owner, Mutual Broadcasting Corp., Robert Hurleigh, MBS president, indicated that the new management intended to expand into TV and work toward a fourth network.

Mr. Hurleigh said last Thursday that Mutual's immediate aim is to broaden its base in radio through the acquisition of radio stations, but added that the Overmyer project has not dissuaded MBS from considering a fourth TV network.

"We plan to move along, one step at a time," Mr. Hurleigh observed.

ications after 12 years in AT&T's radio and television control department, and Lemuel B. Schofield II, who has been general counsel for D. H. Overmyer Communications Co. and before that an attorney in the sales administration department of NBC-TV and is now general counsel of ON.

More to Come ■ Messrs. Overmyer and Treyz said executives in programing, station relations and sales will be added.

Mr. Treyz's station-representation firm, National Television Sales, represents the Overmyer stations and will continue to do so but will not, Mr. Treyz said, be involved in Overmyer Network sales. The Overmyer stations, all UHF, are WDHO-TV Toledo, Ohio, which is on the air, and five that Overmyer spokesmen said will commence operations during the coming TV season—in Newport, Ky. (Cincinnati), Pittsburgh, Atlanta, Rosenberg, Tex. (Houston) and San Francisco. The pending application for a seventh is for Dallas.

From the announced plans it appeared clear that the new network was out to compete with NBC's *Johnny Carson Tonight Show* and old movies in the late-night hours—a period in which CBS-TV and ABC-TV meanwhile were showing new interest (see page 27)—and also with Sports Network Inc. in lining up sports for regional as well as national groups, and with the regular network news organizations.

The UPI newsfeeds, officials said, would not "really" differ from the electronic newsfeeds supplied to subscribers by the other networks, but would be "much more extensive."

Officials said ON had signed with

Piano's fourth network failed to materialize

An attempt to assemble UHF stations more than a year ago into a "fourth network" sputtered for lack of a sufficient number of major markets but its architect said last week he was ready to rev it up at any time the markets become available.

The now dormant proposal was made in May 1965 by Vincent C. Piano, president of Vic Piano Associates, New York (BROADCASTING, May 24, 1965). The network was dubbed The Unisphere Broadcasting System. A UHF station, WIBF-TV Philadelphia, was to originate a feed of a minimum of two-and-one-half hours of sponsored programs nightly. The origination was to be relayed to other stations by microwave. All programing was to have been on film or on tape, only sponsored programs scheduled and the network operating only for the "convenience"

of advertisers and program packagers.

By mid-August of last year, Mr. Piano had announced several top officers of the network and appeared about ready to present a full program schedule and a lineup of affiliates for a start sometime in the fall of 1965 (BROADCASTING, Aug. 16, 1965).

Unisphere has been held back, Mr. Piano said last week, because of the inability to come up with a respectable number of major markets. Mr. Piano said he was delighted to see the emergence of the Overmyer Network and predicted that ultimately "we'll see as many as six networks."

Vic Piano Associates represents UHF stations and through a subsidiary, Mizlou Productions, has assembled several radio program packages and TV sports packages.

UPI for seven-days-a-week news service using the "full resources" of UPI, which has 258 bureaus around the world, and its Newsfilm division. The division has been hampered in competing with the networks' electronic news feeds by having to rely on delivery of film by airplanes. The arrangement with ON will give it access to the network's lines for two consecutive hours a day.

Supply Old Customers ■ UPI authorities said it is "contemplated" that current UPI Newsfilm subscribers would be expected to use the new wire feed. Overmyer presumably will act as the "sales agent" for the service, according to UPI, but details—including rates for subscribers to the news alone—have yet to be worked out.

ON sports plans include arrangement of "interconnections for major sports events, such as baseball, on a city-by-city basis," and providing "individual and group TV stations with sports programming previously excluded from their viewers."

Other programming operations, Mr. Treyz said, will include production and co-production and special attention to public service and cultural programs, such as classical music, that are not steady fare on the other networks but still command large minority audiences.

Mr. Treyz cited the growing number of stations—over 700 by next year as against 51 when the last national network, ABC-TV, was launched in 1948—and Mr. Overmyer's experience in trying to arrange for programming for his own stations as evidence of need for a new network service.

By next year, he said, there will be more than 100 stations not affiliated with a conventional network. But he also felt that the Overmyer Network and many ABC, CBS or NBC affiliates would find a need for each other.

Need to Be Competitive ■ "Our first objective," he said, "is to be competitive with other networks. Our ultimate goal is to lead. Mr. Overmyer conceived this network to meet the needs of the independent television station operator so he can better compete with network affiliates . . . We are therefore attempting to fill a real void in the programming of nonnetwork broadcasters [and] the response we've already received suggests that our philosophy is shared by the operators of TV stations, both independent and those now affiliated with other networks."

Mr. Overmyer also spoke of the need for a new service for "the many new stations and the growing needs of the public and the business community" and said that "one of our primary purposes is to provide more public service programming as well as entertainment meeting the best standards."

Most stations queried by BROADCAST-

ABC, CBS entering late-night race?

The late night hours that are one of the first targets of the projected new Overmyer Network (see page 25) are also being seriously eyed by CBS-TV and ABC-TV.

John T. Reynolds, CBS-TV president, said last week that a poll of CBS affiliates had shown interest in the network programming the after-11 p.m. period occupied by Johnny Carson on NBC-TV and Westinghouse Broadcasting's Merv Griffin on a number of other stations.

Accordingly, he said, CBS-TV is "definitely considering" going into the late-night field and may do it no later—but possibly much earlier—than the fall of 1967. He said the

studies have not yet reached the question of formats, however.

Other sources said that the station poll indicated CBS-TV might expect clearances of late-night programming by 70% to 80% of its affiliates.

ABC-TV spokesmen meanwhile confirmed that their network, which dropped its late-night *Les Crane Show* last October after almost a year on the air, was sounding out its affiliates about their interest in a new entry and was mulling possible formats, including a variety and guest-interview program on which comic Joey Bishop might be host. The *Les Crane Show* was carried by about 90 affiliates at its peak.

ING agreed with the ON officials that time was ripe for a fourth network, although there was an occasional dissenter and several said they would have to await further developments and more information before they could speculate on whether they might be interested in affiliation.

No such reluctance was shown by Fred Thrower, president of WPIX(TV) New York, designated the "flagship" station of the new network. Introduced at the news conference, he said that as an independent operator "I've learned the need for programming" and that formation of a fourth network was long overdue.

WPIX plans to carry ON's Las Vegas series from 11 p.m. to 1 a.m. and will not only make extensive use of the network's UPI news service but will also help feed it.

Agency Opinion ■ Several of the agency executives questioned by BROADCASTING had reservations about the timing of the ON network. They thought it would have a better chance if it waited a few more years—say until about 1970—when the UHF set population, and also the UHF station population, would be substantially greater.

There was a widespread belief that a fourth—and maybe a fifth and sixth—TV network was inevitable eventually, and in support of ON's timing a number of potential clients welcomed the new network as offering the prospect of relief from the "seller's market" that, they complained, is all too evident in network television now.

Everett Nelson, vice president and director of media for Tatham-Laird & Kudner, Chicago, said, for instance, that "network television has been a

seller's market for too long to be good for all concerned. the networks included. Additionally, and maybe more importantly, the fourth network will provide the opportunity for more diversified programming which is, of course, in the public interest."

George Polk, advertising director of Alberto-Culver, who has complained frequently about prime-time network prices, said that "any other source of exposure is of advantage to the heavy advertiser."

Lee Curlin, vice president in charge of programming for Benton & Bowles, took note of both the "seller's market" argument in favor of the new network and the possibility that the timing may be too early. He concluded that the network may get "a foot in the door" just before UHF gains real momentum, but thought that it faces "a tough road."

Some sources estimated current UHF penetration at 33% to 40%, thought 60% penetration would offer a more "realistic" environment in which to start a fourth network, but expressed confidence that a viable one would be in operation within five years.

Is Eight Too Much? ■ There was also some speculation that ON would not—and didn't really need to—start out with eight hours of programming each day. The costs of providing network service, even with multimillion-dollar resources, were pointed up by several executives.

In a private assessment, a key figure at one of the established networks speculated that "they may be able to bring it off," but said that "\$10 million ain't going to buy you very much." Another network executive stressed that "the question is how long you can

hold out in a red-ink operation before you turn the corner—you'll have to run at a loss for a while."

Officially, the three established networks had little to say. CBS and NBC said they wished the new venture well, a CBS spokesman adding that his network "has always believed in competition," while an NBC spokesman hoped that ON's plans "develop to the point where the network can add its own contribution in broadcasting." ABC reserved comment.

Many advertiser and agency as well as station executives talked freely but not for direct attribution. Among those willing to be quoted, the following were typical reactions:

Richard A. R. Pinkam, board member and senior vice president of Ted Bates & Co., wished the project well but said he could not be optimistic about it. "All the old problems still exist," he said, including scarcity of attractive programming, adequate station clearance and the difficulty of counter-programming against the established networks.

He did think, however, that the network had picked a propitious time to start operations: during a fourth quarter, when time on the three other networks would be virtually sold out. "If you're going to start a fourth network, that's a good time," he suggested.

Likes Idea ■ Gene Accas, vice president for network relations, in Leo Burnett's New York office, called the prospect of a fourth network "highly desirable," but he had questions about what sort of audiences it would try for and what kind of clearance situation it would be able to achieve.

In order to launch another network, Mr. Accas estimated that affiliations in the top 25 to 35 markets would be essential.

Frank Kemp, senior vice president in charge of media and programing for Compton Advertising, commented that "competition is always good." He voiced the view that a fourth network would have "rough sledding" but said the key to success was whether it could produce inventive programing and price it on a basis that would provide efficiency. Mr. Kemp observed that the three networks are "expensive but efficient," and another network could become viable if it made its prices attractive enough to advertisers with limited budgets or those seeking a limited audience.

Mort Keshin, vice president and media director for Lennen & Newell, called the new move an encouraging sign and said he would "like to see it happen." He added that Lennen & Newell has been actively looking into ON's plans and potentialities.

Victor Elting Jr., advertising vice president of Quaker Oats, thought the ON plans "could be an encouraging sign that the quality and variety of programing available to the public will be improved," and hoped that this would be the result.

John Ball, vice president and director of programing for J. Walter Thompson Co., said he wished the new network every success, but would venture no projection on its prospects pending further information on its plans. But he said that JWT is looking forward to the opportunity of conferring with Overmyer officials in the near future.

Will Happen ■ Richard Cox, Young & Rubicam, vice president in charge of programing, radio-TV, commented there "will be eventually a fourth network, but whether it will be this project or somebody else remains to be seen." The vital ingredient that will be needed to spark such a venture is

Overmyer buys film

Almost 200 hours of programing was acquired last week by D. H. Overmyer Communications Corp., which bought four separate film packages from Embassy Pictures Corp. Purchased from Embassy was "Top Time" features, "Adventure 26" features and *Invitation to Murder* and *Scotland Yard* syndicated series. Overmyer has opened a TV station in Toledo, plans to start other outlets in five major localities and last week announced the formation of the Overmyer Network (see page 10).

attractive programing, according to Mr. Cox, and audience receptivity to the schedule will be the crucial yardstick.

He felt, however, that a fourth network venture can begin on a fairly modest scale and still be successful if it can carve for itself a specific and limited segment of the available audience and sponsorship.

FCC members, briefed on the plans by Messrs. Overmyer and Treyz in a courtesy visit the day before the announcement, appeared impressed and hopeful that a fourth network would succeed.

Chairman Rosel Hyde said he wished Mr. Overmyer "success and good fortune" and hoped that he "can make a contribution to network broadcasting."

Commissioner Robert E. Lee said that "he is a guy with the kind of guts who just might make a go of it."

He cited Mr. Overmyer's commitment to AT&T for \$6 million a year in line charges and his selection of able executives, specifically Mr. Treyz, as evidence of his determination.

Commissioner Kenneth A. Cox said he felt there was room for a fourth network and that stations would welcome network-quality programs. The problem, he thought, will be in getting affiliates and servicing them economically. Commissioner Cox was of two minds about fourth-network programing, however. On one hand he thought it an opportunity for quality programing with advertisers of quality class. On the other hand he thought a fourth network might run the risk of becoming a bargain basement for advertisers who want national exposure but can't afford major network buys.

Commissioner Lee Loevinger said that "anyone in the commission's position must favor another network if it's practical. I don't have ideas as to how well planned it is, but I wish them luck."

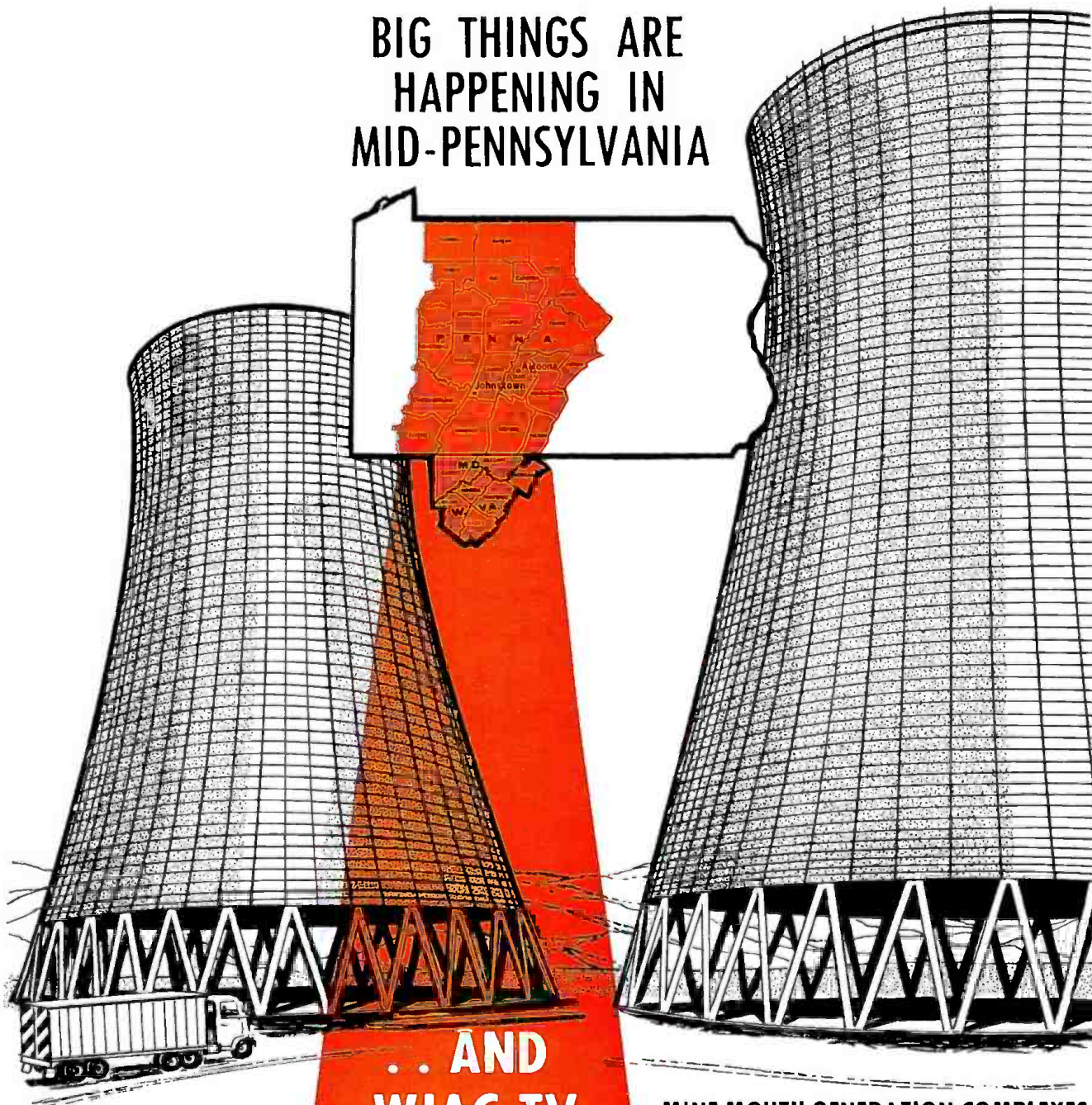
May network billings up 8%

Network television net time and program billings
by day parts and by network
(Source: TVB/LNA-BAR)
(add 000)

	MAY			JANUARY-MAY		
	1965	1966	% Chg.	1965	1966	% Chg.
Daytime	\$28,248.5	\$ 34,578.4	+22.4	\$144,196.2	\$178,209.6	+23.6
Mon.-Fri.	20,987.9	27,670.7	+31.8	107,357.4	131,354.5	+22.4
Sat.-Sun.	7,260.6	6,907.7	- 4.9	36,838.8	46,855.1	+27.2
Nighttime	66,707.7	67,983.1	+ 1.9	363,848.4	392,172.1	+ 7.8
Total	\$94,956.2	\$102,561.5	+ 8.0	\$508,044.6	\$570,381.7	+12.3
1966	ABC	CBS	NBC	Total		
January	\$34,097.8	\$45,317.2	\$43,132.5	\$122,547.5		
February	32,090.8	39,737.7	37,216.4	109,044.9		
March	35,165.5	45,911.3	41,835.4	122,912.2		
*April	32,974.5	41,023.8	39,317.3	113,315.6		
May	27,484.6	39,571.8	35,505.1	102,561.5		

*April figures adjusted as of July 1, 1966.

BIG THINGS ARE HAPPENING IN MID-PENNSYLVANIA



... AND
WJAC-TV
DOMINATES
THE MIDDLE!



Represented Nationally by
**HARRINGTON, RIGHTER
& PARSONS, INC.**

Affiliated with WJAC-AM-FM
The Johnstown Tribune-Democrat Stations

MINE MOUTH GENERATION COMPLEXES PRODUCE BIG NEW SOURCE OF POWER!

This huge \$175,000,000 Keystone Generating Complex will create a vast new industry in WJAC's mid-Pennsylvania! It will be capable of producing 1.8 million kw's of power right from the mouth of soft coal mines . . . the first of three such plants.

WJAC-TV dominates this area of growth. Through colorful WJAC-TV, you can reach over 259,000 TV homes . . . penetrate the heart of the big happenings in mid-Pennsylvania!

Double reports on TV spending?

LNA, Rorabaugh merge
network and spot services;
BAR will also offer both

The N. C. Rorabaugh Co., which produces estimates of spot television spending by advertisers, and Leading National Advertisers Inc., which helps produce similar estimates of network-TV investments, have merged in a development that may lead to two sets of both spot and network estimates being offered.

The second set would come from Broadcast Advertisers Reports, which has been associated with LNA in the

production of the network figures, known as LNA/BAR reports. BAR officials said they had received from LNA six-months notice of termination of this relationship, as provided by contract, and that starting next Jan. 1—effective date of the termination—BAR would offer an expanded service reporting network spending and also supplement its spot-spending reports.

LNA plans to continue the network and Rorabaugh spot reports in their present forms, according to informed sources.

Officials said they expected the consolidation of the data-processing and analysis work of LNA and Rorabaugh to produce "highly efficient" spot and network TV services.

N. C. Rorabaugh Co. will continue to operate as a separate company, and N. C. (Duke) Rorabaugh, its founder and head, will continue to supervise the collection and compilation of the spot-spending report. This is issued quarterly but includes monthly figures,

on a gross-time-cost basis, as compiled from reports submitted by stations.

The network spending report has been based in large part on information supplied by the networks. It is issued monthly.

Both the LNA/BAR and Rorabaugh reports are made public through the Television Bureau of Advertising, and TVB officials said last week they would continue to release both. They indicated, however, that they would not deplore the evolution of additional sources of figures, on the theory that spending estimates are valuable sales tools and in the long run the supplier with the most accurate figures at the most competitive prices would get their subscription.

LNA is headed by Francis Miller and his sons, Scott and Tom. They also publish estimates of expenditures on magazines and outdoor advertising and reportedly are interested in expanding into reports on newspaper spending.

First reports that leaked out last

A 10-year record of agency costs and profits

There was virtually no change in the rate of profit of U. S. advertising agencies from 1964 to 1965, according to a report of costs and profits issued last week by the American Association of Advertising Agencies covering 1956-1965.

It was pointed out that 65% of

AAAA members made more money in dollars in 1965 than in 1964, largely because of increases in billing. Net profit after taxes averaged 4.25% of gross income in 1965, compared with 4.23% in 1964. As a percentage of billing, net profit averaged 0.81%, as against 0.83%

in the 1964 report.

Other highlights of the report: total payroll as a percentage of income went up slightly in 1965; the rate of payments for fringe benefits decreased slightly from 1964; other costs and overhead items remained relatively stable.

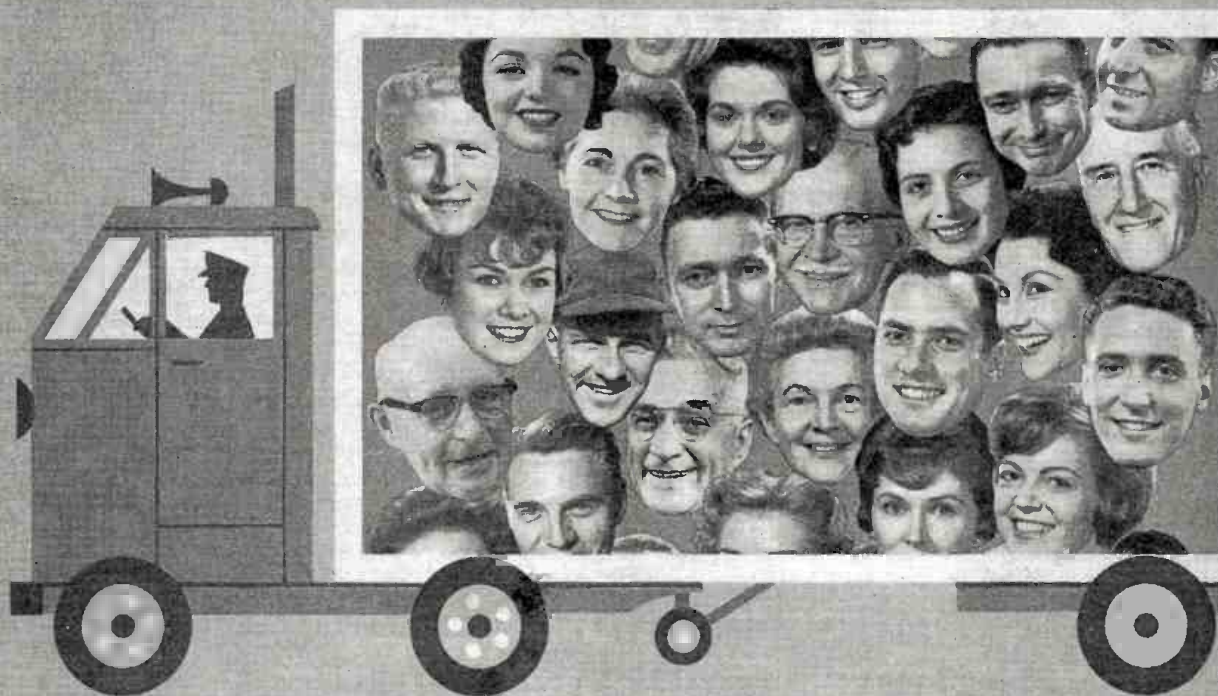
Advertising agencies costs and profits (% of gross income otherwise stated)

	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
Number of agencies represented	213	222	239	240	245	237	239	238	234	226
Rent, light and depreciation	6.63%	7.01%	7.52%	7.24%	7.34%	7.52%	7.52%	7.54%	7.22%	6.81%
Taxes (other than U. S. income)	1.65	1.71	1.72	1.91	2.18	2.22	2.33	2.45	2.36	2.23
Other operating expense	13.38	13.60	14.19	13.82	14.02	14.06	13.87	14.32	14.29	14.41
Total payroll	68.58	69.86	70.30	69.18	68.94	69.35	68.51	67.99	67.01	67.14
Payments into pension or profit-sharing plans	1.42	1.31	1.17	1.27	1.31	1.32	1.39	1.63	1.98	1.93
Insurance for employee benefit	0.41	0.42	0.45	0.52	0.56	0.62	0.65	0.70	0.76	0.78
Total expenses	92.07	93.91	95.35	93.94	94.35	95.09	94.27	94.63	93.62	93.30
Profit before U. S. income tax (as percentage of gross income)*	7.93	6.09	4.65	6.06	5.65	4.91	5.73	5.37	6.38	6.70
U. S. income taxes	2.74	1.98	1.42	1.79	1.79	1.45	1.76	1.67	1.62	1.77
Net profit (as percentage of gross income)*	5.19	4.11	3.23	4.27	3.86	3.46	3.97	3.70	4.76	4.93
Profit before U. S. income tax for incorporated agencies (as percentage of gross income)*	8.57	6.09	4.28	5.94	5.56	4.41	5.62	5.17	6.23	6.40
U. S. income tax for incorporated agencies	3.55	2.55	1.89	2.17	2.12	1.92	2.23	2.13	2.00	2.15
Net profit for incorporated agencies (as percentage of gross income)*	5.02	3.54	2.39	3.77	3.44	2.49	3.39	3.04	4.23	4.25
Net profit for incorporated agencies (as percentage of sales—i.e. billing)	0.88	0.58	0.42	0.67	0.60	0.44	0.61	0.55	0.83	0.81

*Gross income comprises commissions, agencies' service charges, and fees.

Source: Annual studies of advertising agencies' cost and profits conducted by American Association of Advertising Agencies. Figures are averages for agencies of all sizes. Agencies included handled close to two-thirds of the billing of the entire advertising agency business in the United States.

Adult audience delivery?



WHIO AM/FM delivers 52.3% of the adults week after week in southwestern Ohio

WHIO AM and FM combine to regularly deliver 52.3 per cent of the total listening audience 18 years and older in a prosperous nine-county area of southwestern Ohio says Mediastat.* In comparison WHIO's nearest competitors (AM only) account for 20.6 and 18.1 per cent shares respectively.

WHIO AM/FM maintains this overwhelming lead through extensive news and sports coverage... adult music... community and regular CBS features. Put your client on the WHIO AM/FM delivery.

*Based on estimates of average persons 18 and older reached per half hour for the total broadcast week 6 a.m. to 12 a.m., Sun. through Sat. Subject to qualification described in said report. Source: Oct-Nov 1965 Regional Mediastat Report. Basic data is tabulated from sampling already available as a result of surveying the included counties in connection with other Mediastat Reports.



CBS AFFILIATE/REPRESENTED BY EDWARD PETRY & CO., INC.

Cox Broadcasting Corporation stations: WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WSB AM-FM-TV, Atlanta; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIIC-TV, Pittsburgh.

week said that LNA had bought the Rorabaugh firm. LNA officials declined to comment pending a formal announcement, but Mr. Rorabaugh said it was "closer to a merger than a purchase."

BAR Chairman Phil Edwards said BAR would continue its present weekly network service, based on monitoring, and effective the first of the year would offer a BAR network-TV service that would be comparable to the data in the present LNA/BAR reports, but in a "new and improved format."

He also said his company's monthly Bardex reports with estimates of both net and gross spot-TV expenditures based on monitoring in 75 markets, would be continued and would be supplemented next year by gross estimates of spot spending in all TV markets, based, as the Rorabaugh report is, on information solicited from individual stations.

McLendon wants to join newspaper ad group

The nation's first want-ad station, KLGA (FM) Los Angeles is now seeking another first: membership in the Association of Newspaper Classified Advertising Managers Inc. McLendon Stations received FCC approval to purchase the station and program it as 100% classified ads three weeks ago (BROADCASTING, July 4).

In his letter of application, Gordon McLendon, president of the station group, said the ANCAM's "counsel and direction would be very important to all in these early days in helping to set up codes of practice, safeguards, standards for acceptance and proposing for radio the adaptation and adoption of certain forms, systems and other procedures learned by newspapers. . . ." Such a contribution, he added, would be considered "a public service of the highest order."

KGLA, which he hopes to rename KADS, Mr. McLendon said, is so "utterly unique and alone" that it is a "business without an industry," but it is "the forerunner of a new industry within an industry—in the public good."

Centralized spot buying 'feasible'

General Foods Corp., White Plains, N. Y., announced last week that a comprehensive test of centralized TV-spot timebuying by the company has demonstrated that it is "a feasible concept," but has no immediate, practical application for GF at this time.

Under the plan, 12 test markets were designated and spread equally among

GF agencies. Each agency was given the responsibility for buying all spot announcements in its assigned markets, while planning remained at the brand agency. The test was begun on April 1, 1965 and will be completed on Aug. 1, 1966. After that date, the responsibility of spot-TV buying in the test market areas will return to each product's respective agency.

The agencies participating with General Foods in the study are Benton & Bowles, Young & Rubicam and Ogilvy & Mather. Foote, Cone & Belding had not been involved in the test through April of this year (FC&B is no longer a GF agency).



The real Jack Armstrong

Actor Michael Rye (r), who once portrayed *Jack Armstrong, the All-American Boy* on radio, met a real Jack Armstrong when he auditioned at Anderson-McConnell Advertising Agency, Los Angeles, for a series of Foster Farm-Fresh Poultry radio commercials. The real Jack Armstrong (l) is an account executive for Fred Banker Associates Inc., Hollywood public relations firm that handles publicity for Anderson-McConnell. Hank Hamilton, agency's radio-TV director, introduced the pair after casting the actor for the spots. Mr. Rye also will do the voice of the *Lone Ranger* for next season's animated TV series being produced by Format Films.

Brown's campaign expenses

Edmund (Pat) Brown reported spending a total of \$561,763 in his successful bid for Democratic nomination for reelection as governor of California in the June primaries, it was revealed last week. His biggest item of expense, \$173,567, was for radio and television advertising. He also spent

\$46,645 for billboards, signs and posters, \$2,890 for newspaper advertising and \$145,854 on personnel. Mr. Brown came out of the campaign with a \$34,990 surplus.

50 sponsors already signed for NFL games

CBS-TV has sold 90% of its upcoming 1966-67 National Football League package and about 45% of its Saturday *Countdown-to-Kickoff* programs.

CBS listed more than 50 advertisers participating in the NFL coverage itself, national and regional and in double headers, preseason game and pregame stanzas and *Pro-Football Reports*, plus the Saturday segments.

Eight national advertisers reported were: Ford (J. Walter Thompson), Gillette (Clyne Maxon), Motorola (Leo Burnett), Philip Morris (Burnett), P. Lorillard (Grey Advertising), North American Phillips (C. J. LaRoche), Polaroid and American Airlines, both through Doyle Dane Bernbach.

CBS listed 16 advertisers participating on a regional basis, and seven in doubleheaders.

The sales activity was disclosed last week during a two-day briefing clinic (July 11-12) in New York. In various sessions, CBS was host to producers, directors, announcers, engineers, agency personnel and other people connected with the NFL TV schedule.

An overriding theme at the meetings was color. CBS has planned about 50% color coverage (46 games) as opposed to five games last season. Because of limits on the use of color cameras a special 4½-minute pre-packaged color film will be introduced on pregame shows.

Speaking at the CBS-NFL clinic were John T. Reynolds, CBS-TV president; William C. MacPhail, CBS-TV Sports vice president, other CBS Sports executives and various NFL representatives, including Commissioner Pete Rozelle.

House plans sessions on truth in packaging

The House interstate and foreign commerce committee has scheduled a hearing July 26 through Aug. 4 on the Senate-passed truth in packaging bill.

The legislation would place size and labeling controls on most consumer products. The committee will consider the Senate bill, a bill introduced by its chairman, Representative Harley O. Staggers (D-W.Va.) and similar bills sponsored by at least 35 other House



We're tremendous frogs in an AMAZING pond!

SERIOUSLY and no joke — until you've really heard the story of our operations in the Red River Valley . . . well, you *honestly can't imagine* what goes on out here. This area is RICH. Our almost bottomless topsoil is so productive that even the Encyclopedia Britannica *raves* about it.

Farmers drive in to Fargo from as much as

95 miles (often in cars even *you* would envy). They buy in shops and dine in restaurants so elegant as to open even *your* eyes. And when our people are home, they tune to — well, do we need say?

Sincerely — we ask you to let your PGW Colonel tell you our story. It explains some things you OUGHT to know! Will you?

WDAY-TV • WDAY-AM WDAY-FM / Stereo

The Know-How Stations in
FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC.. *Exclusive National Representatives*

members. The Staggers bill contains greater federal powers over the size, shape and dimensions of packages than those in the Senate bill.

Backers are hopeful that a bill can be reported out of committee in time for final action before Congress adjourns. Strong opposition at the hearing is expected from grocery industry and advertising sources while backing will come from consumer organizations and labor unions.

Blair Radio market study ends 1st phase

Radio time is a commodity and should be examined for marketing efficiency just as a candy bar or a cake of soap.

This is the theory behind a Blair Radio marketing project, now two years old, with its first phase just completed. When finished, Blair estimates it will have cost \$250,000.

Starting with a definition of marketing as profitable movement of a product from conception to consumption, Blair set out to determine market factors that bear on the sale of radio time.

At the same time the representation company has done extensive research from a variety of source materials in preparation of 47 market analyses (the 47 markets where Blair-represented stations are located). These cover ethnic makeup of the population, age, income, transportation, politics, cultural activities, retail outlets, media serving the area and other market facts.

By fitting the factors affecting radio's sales into the context of this market research data, Blair hopes to come up with sophisticated evaluations of its stations' proficiency in selling themselves, evaluations that will be independent of rating features.

Just how the two sets of information will be joined together and what sort of reports will emerge from them cannot be revealed now, according to Blair Radio President Thomas Harrison, for competitive reasons.

More Study ■ This work will be the second phase of the project and is expected to take at least two more years.

An example of the type of information that is expected to be uncovered by the study is offered by Dave Klemm, Blair Radio's director of marketing operations. In one market it was found that 300,000 people arrive at their place of work by 7 a.m. each day, but that no radio station in the area had a news program on the air before 7. The opportunity, he suggested, is obvious.

Blair feels that marketing evaluations are difficult for radio executives for a number of reasons. First, they are un-

able to relate the market facts that they do know about to their sales problems. Second, they are overly concerned with short-term results. In addition the radio executive may be too close to his problems to take objective steps and, finally, he is usually unaware of many of the market facts that ought to be involved in his decisions.

Blair lists eight specific influences on the radio selling process. They are pricing, program format, program specifics, merchandising efforts, distribution (reach of signal), selling policy including plans and reputation, sales organization and competitive activity in the market.

These are the factors that it hopes to integrate with the market research it has already done on 47 markets. Individual market data was gathered in sources ranging from U.S. Census information and statistical abstracts to local chambers of commerce.

Blair expects the results of its project to be useful for its own salesmen, for local station management and sales personnel and for advertisers and their agencies.

Fido musn't be fooled

A set of pet-food advertising guidelines, which have the support of the National Association of Broadcasters, ABC-TV, CBS-TV and NBC-TV, have been issued by the American Humane Association's pet-food advertising committee.

The guidelines specify that such advertising is to be consistent with labeling, that product claims should be presented to avoid being misleading, that testimonials should be genuine and truthful, that advertising claims must be supportable by documentation.

They also ban derogatory advertising and say the use or impersonation of veterinarians or related professionals should be avoided.

Also in advertising . . .

Metromedia firm expands ■ Dickie-Raymond, a Metromedia Inc.-owned sales promotion and direct mail advertising company, will open offices in Chicago and Los Angeles this month as part of its major expansion program. The advertising counseling firm also has offices in New York and Boston.

Aid to selling ■ A package of 20 sales and promotion letters designed to increase sponsorship is available to radio stations on a one-station-per-market basis. The letters are written and sold

by A. W. Lewin, advertising and marketing consultant, 60 East 42d Street, New York 10017.

New renter ■ Clinton E. Frank Inc., Chicago, has signed a long-term lease for top two floors of 120 South Riverside Plaza, second building under construction at the city's new "Gateway Center" and to be ready in fall 1967. Frank will be the fifth agency to relocate there.

Problems of color commercials studied

In what amounts to a sure sign of commercial television's color times, ABC-TV in Hollywood last week invited some 50 advertising agency, film laboratory, production company, post-production and network representatives to a full morning seminar on how best to integrate color film commercials in nighttime film programs. The meeting was motivated by the advent of full color programming on the network's 1966-67 prime-time film schedule and by the realization that the commercial integration practices of past years assuredly will be changed in many areas.

Rowe Giesen, director of administration for ABC-TV programming, western division, was the chairman of the meeting, which was held at the network's Vine Street theater. Other speakers were ABC-TV color consultant Norman Grant, Frederick P. Laffey, manager of program services for the network, and Frank Ralston, director, ABC-TV film department. The production people and agency executives attending, all of whom are involved with shows scheduled to play on ABC-TV in the fall, were told to beware of falling victim to "different looks" between color commercials and color programming. It was emphasized that for maximum effectiveness, the color used in a commercial must match up with the color used in a color show.

Suggestions were made for how best to balance color prints for color TV. It was recommended, because of comparatively limited industry experience with color film, that (for at least the coming season) most commercials should be inserted in color prints by positive, rather than negative, editing. It also was recommended that agencies adhere to the Society of Motion Pictures & Television Engineers' recently adopted standards for achieving acceptable film reproduction for color TV.

More to Come ■ The ABC-TV color TV commercial integration meeting in Hollywood may be the first of a series of such sessions. A similar meeting is being considered for New York.

KTNT-TV

SEATTLE-TACOMA, WASHINGTON
CHANNEL 11

is now represented
nationally
by

EDWARD PETRY & CO., INC.

Fewer complaints on objectionable ads

A biennial report issued by a joint advertiser-advertising association committee last week shows that objectionable advertising is on the wane.

The Association of National Advertisers-American Association of Advertising Agencies Committee for the Improvement of Advertising Content reported that complaints lodged with the committee had fallen off from 88 in 1963 to 52 in 1964 and 55 in 1965. Of a total of 107 complaints received during the two-year period, only 10 cases were judged "serious" by the committee.

The complaints were spread over the media as follows: newspapers, 16 in 1964 and 13 in 1965; consumer magazines, 15 in 1964 and 14 in 1965; television, 10 in 1964 and 11 in 1965; radio, one in 1964 and two in 1965.

Advertisements using sex, violence and "suggestive" copy were the source of numerous complaints, the committee said. Complaints also were received on advertising that seemed to ridicule or make light of patriotic symbols. Religious beliefs and ethnic characteristics were also cited by the association as having been the object of ridicule.

Business briefly . . .

Carling Brewing Co., through Lang, Fisher & Stashower, both Cleveland, will sponsor CBS-TV's coverage of the final round of the third annual Carling World Golf Championship at the Royal Birkdale Golf Club, Southport, England. The match will be broadcast on tape via satellite. Saturday, Sept. 3 (4:30-6:30 p.m.).

Security First National Bank, Los Angeles, through Young & Rubicam Inc., there, will sponsor *The Four Seasons*, a new series of specials to be programed quarterly over KTLA(TV) Los Angeles. The series, created by the station especially for the client, will highlight the cultural and social achievements of that city.

Rosarita Mexican Foods Co., Mesa, Ariz., through Campbell-Ewald Co., Los Angeles, has begun a new radio campaign in California, Arizona, New Mexico, Colorado and Oregon. The campaign ties the Rosarita line of frozen foods to the historic and romantic legends of the West as it was years ago.

Elegant Publishing Co., New York, for its two monthly magazines, *Elegant* and *Elegant-Teen* plans one-minute radio spots on 217 Negro-oriented sta-

tions. Three commercials will appear one week prior to sale date each month. Campaign beginning this month may add non-Negro stations. Agency is Bliss/Grunewald Inc., New York.

Drexel Furniture Co., Drexel, N. C., will use one-minute color commercials in a spot campaign in Drexel's top 20 markets next fall. Arndt, Preston, Chapin, Lamb & Keen, Philadelphia is the agency.

Johnson Industries Inc., Menlo Park, N. J., a newly formed company advertises its first product, Vedra (a face cream and body lotion) with an all-year campaign, including spot radio on stations in New York, Pennsylvania and Florida. Agency: D'Arcy Advertising, New York.

Scripto Co., Atlanta, through Marschalk Co. there, plans participations on nine ABC-TV programs late August-early September as well as campaign on top-40 radio stations to reach teenage market for back-to-school sale of writing materials.

Chevrolet Division of General Motors Corp., through Campbell-Ewald, both Detroit, will sponsor CBS Radio's coverage of the 29th annual All-American Soap Box Derby, Saturday, Aug. 6 (5:45-6 p.m. EDT).

Schick Electric Co., Lancaster, Pa., through Dancer-Fitzgerald-Sample, New York, has bought into NBC-TV's *Scherer-MacNeil Report* and five NBC-TV nighttime series for 1966-67. Programs are *Star Trek*, *The Virginian*, *The Andy Williams Show*, *Daniel Boone* and *Laredo*.

Ford Motor Co., Dearborn, Mich., through J. Walter Thompson, Detroit, will sponsor ABC-TV's coverage of the fifth annual Thunderbird golf tournament. The third and fourth rounds, respectively, will be colorcast Saturday, Aug. 13 (4-5 p.m. EDT) and Sunday Aug. 14 (4-6 p.m. EDT).

Agency appointments . . .

- **Coty Inc.** (division of Chas. Pfizer & Co.) New York, will reassign its cosmetics and makeup department from Papert, Koenig, Lois Inc. to Warren, Muller, Dolobowsky Inc., both New York, effective Oct. 1. The switch, including the entire line of new and existing Coty cosmetics products involves an estimated \$175,000 to \$1 million in billings, with about 50% in spot TV. Coty already maintains a treatment account at WMD Agency and its fragrances account at West, Weir and Bartel Inc., New York.

- **Carson, Pirie Scott & Co.**, Chicago department store, has appointed Powell, Schoenbrod & Hall Advertising to handle television. Hiram Strong is account

supervisor. Grant, Schwenck & Baker, also Chicago, will continue to handle all other advertising.

- **R&B Development Co.**, Los Angeles, builder and operator of club-apartment projects in Southern California, has appointed Brewer/Holzer/Taylor Inc., Los Angeles. Advertising budget for the next year is projected at about \$150,000 and will include expenditures for radio and TV.

- **Ghia 450/SS Sports Car**, Beverly Hills-based importing company, has appointed The Koblitz Co., Los Angeles, to handle an advertising and publicity campaign which will be in excess of \$100,000. Copy theme will feature the "ushering in a new era of the personal automobile."

- **Convair division of General Dynamics**, San Diego, has awarded its national recruitment campaign to Knoth and Meads Co., that city. No budget has been set.

- **The Family Reference Co.** of Chicago, has appointed Powell, Schoenbrod and Hall, that city, for *The Family Encyclopedia*. No budget has been announced, but plans call for use of television.

RAB schedules fall meets

The dates and locations for the 1966 Radio Advertising Bureau management conferences are being announced today (July 18) by Miles David, RAB president.

The two-day seminars will be held at the Hilton Inn, Atlanta, Sept. 12-13; Hyatt House, near San Francisco, Sept. 26-27; Warwick Hotel, Houston, Sept. 29-30; Hilton Inn, Tarrytown, N. Y., Oct. 6-7; Northland Inn, Detroit, Oct. 10-11, and Pheasant Run Lodge, Chicago, Oct. 13-14.

Mr. David said that split sessions by market size will be held again as they were last year.

Rep appointments . . .

- **WDIO(TV)** Duluth, Minn.: Eastman TV, New York.

- **KPLC-TV** Lake Charles, La.: H-R Television, New York.

- **WMMM** Westport, Conn., and **wsvi-TV** St. Croix, V. I.: Vic Piano Associates Inc., New York.

- **WRGM** Richmond, Va.: The Devney Organization Inc., New York.

- **WERI** Westerly, R. I.: William A. Queen Inc., Boston.



You say
it's got 17 different
kinds of tobacco
to deliver lots more
of what you're smoking for?

WCBS Radio says
talk is cheap.

There are more than 56 million smokers in the United States. And the tobacco companies spend over \$200 million advertising to them. But that doesn't mean they have money to burn.

So when they decide on media, cigarette advertisers naturally include radio. They agree it's a powerful way to reach lots of people at a low cost. But . . .

they won't settle for just any radio.

They put down a good-sized chunk of their money for the kind of stations that make radio an even more efficient buy.

The stations whose listeners pay more attention. News/Talk/Information stations. Audience Involvement Radio. Like WCBS in New York. Like all the CBS Owned radio stations.

How do tobacco people know which stations listeners listen closer to? Until recently, common sense. A person will get involved in *talk*. But he'll let music fade into the background. Now, a new research study shows just how much more attention listeners pay to our talk stations.

Send for a free copy of our study, *Mike and Mike*. You'll find it firm and fully packed with new facts and figures that show that these talk stations deliver more attentive listeners. And to the man who pays for these listeners, this means getting more for his money. Or as we say: talk is cheap.

THE CBS OWNED RADIO STATIONS
Audience Involvement Radio.

WCBS New York, WBBM Chicago, WCAU Philadelphia, WEEI Boston, KMOX St. Louis, KNX Los Angeles, KCBS San Francisco.
Represented by CBS Radio Spot Sales.

Syndicated drama in CBS Radio's vaults?

Network asking affiliates—its own and others—
if they're interested; decision due in 3-4 weeks

CBS Radio has been quietly sounding out its network affiliates and affiliates of other networks—about their interest in buying, on a syndicated basis, dramatic shows from CBS Radio's earlier days.

The sounding-out process has been going on for several months. CBS Radio officials, confirming it last week, said they hoped to have enough reaction to permit them to decide within three or four weeks whether they will offer the syndicated service.

They said there had been a "surprising" display of interest at first, from stations wanting to know more about the plan, but that when they started trying to pin down commitments they got a mixed reaction. A number of stations that had expressed interest said sports or other commitments would conflict, while firm interest was shown by "some that you wouldn't expect," according to CBS Radio authorities.

The program proposal was offered first to CBS Radio affiliates. If they turn

it down, the offer goes to other stations in those markets. Several NBC affiliates are known to have been solicited.

Several years ago CBS Radio authorities contended that they saw no evidence of a market for a return of dramatic shows to radio. The current move was seen as recognition of an apparently growing market and a desire to find out whether it would support the costs involved.

"We have recordings of quite a lot of good dramatic shows from several years ago," one executive explained, "and it occurred to us that there might be considerable interest in them and that we could make them available inexpensively by using the network lines to feed them to stations during periods not used for network service. So we're exploring the extent of interest and whether it would warrant the talent charges, the costs of editing out commercials, etc."

Out of the Past ■ The syndicated serv-

ice, if offered, would draw upon CBS Radio dramas of the past that have not been heard during the last five years or more. They would include programs in four categories of drama: a western series, which might be composed of *Gunsmoke* three times a week and *Have Gun Will Travel* twice a week; an adventure-mystery series which might present *Johnny Dollar* three times and *Philip Marlowe* twice a week, a suspense series that might include *Suspense* three or more times a week and programs such as *Escape* and *Columbia Workshop* once or twice a week, and a general drama series which might include *Romance*, *Columbia Workshop* and selections from other series.

One episode a day from the series would be provided on a Monday-through-Friday basis, according to CBS Radio. Each episode would contain 21 minutes of program material with provisions for four commercial breaks.

Offering prices are said to be pegged according to market size without regard to station power. CBS Radio officials said they range from a low of \$20 for one strip a week to a high of \$400 for a strip.

Ted Lloyd of Ted Lloyd Inc., New York, who once owned among other radio dramatic properties *My True Story* and *Whispering Streets*, is assisting CBS in the project. If syndication is undertaken, officials hope to start the service in early October, after the end of the baseball season.

It would be CBS Radio's second syndication effort: the division is currently preparing special music programming for use on its own FM stations and for syndication to others, also effective this fall.

Susskind, Sheen set for WNEW-TV

David Susskind moves to WNEW-TV New York in September as host of a new two-hour weekly series in color. Reruns of his *Open End* program will terminate on WPIX(TV) New York, Sept. 18.

The new format, under the title of *The David Susskind Show*, will include active participation by the studio audience, profiles of public figures and spoken essays by Mr. Susskind.

WPIX, it is understood, felt obliged to turn down Mr. Susskind's request of a second hour for *Open End*. The program originally came to WPIX from WNEW-TV also announced that dispute in 1963.

Mr. Susskind will travel in his varied

Susskind finds ratings not so bad after all

Producer David Susskind, who in the past has castigated TV networks, advertisers and agencies for their heavy reliance on ratings, acknowledged last week that he has had a change of heart on the "ratings game."

He told interviewer Ed Joyce on W/CBS Radio *Looks at Television* that he had his Don Quixote period when he was young and idealistic, and added:

"I did tilt with the windmills of

broadcasting and sponsorship but that's futile. That's the way the game is played. You either play according to the rule or you quit the game.

"Now, I find the game so exhilarating and rewarding, spiritually and economically and every other way, that I can't quit it. I love it. So I'll play the game and those are the rules: Get a respectable rating."

Mr. Susskind said he was enthusiastic about the return of quality drama to network television next season and traced this "renaissance" to these factors: a growing responsibility at the network to upgrade the quality of TV and a realization on the part of major corporations, to "plow back some of the money for the public good."



Mr. Susskind

BEELINE[®] COUNTRY...

AWFULLY BIG IN RECREATION



... and **BEELINE RADIO KOH** is a proven way to reach this important market

It is full speed ahead for your Western sales when you are in Beeline Country. Hundreds of thousands of visitors come to Reno's Lake Tahoe recreational area every year to go boating, ski and relax. Add to that the \$732,802,000 residents have to spend and

you have a lot of buying power. Beeline Radio KOH can help you tap this big market. And KOH is one of four Beeline stations — the key to California's rich Inland Valley and Western Nevada.

Data Source: Sales Management's 1966
Copyrighted Survey (Effective Buying Income)



McCLATCHY BROADCASTING

THE KATZ AGENCY, INC. • NATIONAL REPRESENTATIVE

KOH • Reno

KFBK • Sacramento

KBEE • Modesto

KMJ • Fresno

BROADCASTING, July 18, 1966

Producer likes single-permit system

New York is not likely to become a Hollywood-by-the-Hudson, but the city's single permit system for TV-motion picture production was adjudged "a rousing success" last week by Stanley Prager, director of the recently-completed one-hour TV-film program, "The Love Song of Barney Kempinski."

"Love Song" was the first TV pro-

duction to be produced in New York under the city's new formula, under which a company planning a TV or motion-picture project there obtains a single permit from the New York Department of Commerce. Heretofore, it was necessary to obtain permits from as many as 25 different municipal agencies, which often delayed production schedules.

"We finished shooting 'Love Song' in 15 days," Mr. Prager recounted during an interview. "In the past such a production would have taken 21 or 22 days."

Mr. Prager is convinced that in the future, producers will work in New York if the locale is pertinent to a TV program or motion picture, instead of simulating the city in Hollywood.

"Everyone was cooperative, especially the New York Police Department which assigned six men from the Tactical Control Force to our production. They followed us everywhere we went and made life easier."

And "everywhere" stretched from Greenwich Village, Wall Street and Chinatown to Roosevelt Raceway, Pier 44 at the foot of the Hudson River and the interior of a bus traveling to Lincoln Center. In all more than 80 locations throughout the city are used in the comedy program.

"Love Song," which was completed several weeks ago, will be the first program in the new *ABC Stage 67* program, scheduled to be carried on ABC-TV on Sept. 14 (10-11 p.m.). It was produced entirely in color.

Indicative of the improved environment in New York, Mr. Prager revealed that he signed recently with Ed Sullivan Productions to produce there a half-hour pilot film of a situation comedy that will star Jerry Siller and Ann Meara.



Director Stanley Prager (seated) discusses sequence of "The Love Song of Barney Kempinski" filmed near Brooklyn Bridge with star Alan Arkin (with pipe), playwright Mur-

ray Schisgal (with beard) and members of the production staff of the one-hour comedy drama set for the first program of 'ABC Stage 67' series.

capacities as a film, theatrical and TV producer. He will utilize his trips to originate *The David Susskind Show* from cities in the U. S. and abroad. Jean Kennedy, producer of *Open End* since 1959, will be associated with Mr. Susskind as producer of the new program.

WPTX will fill the *Open End* Sunday night period with a bowling show. A WNEW-TV spokesman referred to reports that the Susskind vehicle will replace *The Joe Pyne Show* (Sundays, 11 p.m.) as "pure speculation."

WNEW-TV also announced that Bishop Fulton J. Sheen would return to the station next fall in *The Bishop Sheen Program*, a half-hour weekly presentation in color. From 1952 to '55, Bishop Sheen appeared coast to coast on the old DuMont television network.

Auxiliary Bishop of New York and

national director of the Society for the Propagation of the Faith, Bishop Sheen will speak on contemporary topics in and out of the religious field.

The day and time of both the Susskind and Sheen programs will be announced later.

Cancelled track meet costs ABC-TV

The U. S.-Russian track meet set for July 23-24 in the Los Angeles Coliseum was abruptly called off by the Russians last Monday (July 11) because of alleged "American atrocities in Vietnam." The Soviet decision cancelled plans for TV coverage of the event on ABC-TV.

Meet and TV officials were not formally notified. News of the decision

came via a United Press International dispatch that quoted Tass, the official Soviet news agency.

ABC-TV's live and taped coverage was scheduled for 7-8 p.m. and 10:30-11 p.m. (NYT) both days. The network will revert to its regularly scheduled programming, an ABC spokesman said.

According to the spokesman, the coverage was almost sold out. ABC losses in production costs are minimal, but many man-hours of planning and promotion were invested.

Rumblings of Russian political discontent were heard during the eight-year history of the meet but this was the first time the USSR pulled out of the event. ABC-TV has carried the contest since it was first telecast in 1961.

The spokesman commented that the cancellation endangers the acceptance

ask for Jack
or Dick at Trans-Lux Television in N.Y.
(212-PL 1-3110 Ext. 843).

LIBERAL REWARD

LOST: One very large kid audience . . . answers to many names . . . last seen heading for movies, bowling, ball game and such . . . CAUTION: may be carrying oversize amount of sponsor dollars . . . usually responds quickly to exciting new programs on TV . . . REWARD: extra thousands of sets will light up from 4 p.m. to early evening . . . your channel number will become the password to fun . . . advertisers will express their gratitude with money . . . parents will smile at you again. Call collect: 212-PL 1-3110. Ext. 843.

FOR RENT

Several excellent TV programs for children: GIGANTOR (52 animated half-hour rating smashers); THE MIGHTY HERCULES (130 colorful action-adventure cartoons); FELIX THE CAT (260 unbeatable kid stoppers in color); MACK & MYER FOR HIRE (200 hilarious shorts starring Joey Faye and Mickey Deems). Every program guaranteed. Rates and terms on request. Call collect: 212 PL 1-3110. Ext. 843.

AVAILABLE

Gorgeous gal would love to

of Russian athletes in future international sports events, including the Olympics. He added that ABC would fulfill its TV commitment if the Russians changed their mind.

ABC-TV's coverage of the PGA Golf Championships at Akron, Ohio, which was publicized as the first half of a sports doubleheader with the meet, will be colorcast as scheduled, 5-6:30 p.m., Saturday, July 23, and 4-6 p.m., Sunday, July 24.

The advertisers who had purchased participating sponsorship in the track meet are General Mills, Minneapolis; Shulton Inc., New York; Norwich Pharmacal Co., Norwich, N. Y.; DuPont Industries, Jacksonville, Fla.; WTS-Pharmcraft, Rochester, N. Y., and the Goodyear Tire & Rubber Co., Akron, Ohio.

Arthur Katz forms own firm

Red Mark Productions Inc., New York, has been formed by Arthur Joel Katz, former executive vice president of Plautus Productions. The new firm will create, develop and produce

theatrical films and TV projects. Mr. Katz was a producer with Plautus on *The Doctors and the Nurses*, *For the People* and *Espionage* and also was production supervisor on *The Defenders* (all had been on CBS-TV). Mr. Katz was a partner of Ashley-Steiner before it became Ashley Famous Inc. Red Mark's offices are at 101 West 57th Street.

UPI Audio Network has 300 members

In 1962 the UPI Audio Network was supplying its daily voiced news and actuality reports to 30 radio station clients. By the summer of 1966, the total has grown ten-fold to 300 stations.

The dramatic growth in this service of United Press International, was described last week in an interview in New York with Peter S. Willett, general manager. He attributed the rise in station clients to two principal factors: an aggressive sales campaign and a "tremendous improvement in our tech-

nical operations." He voiced the view that "the basic news report always was excellent."

"The service is sold by UPI business representatives throughout the country and for some time we were hampered because our sales people did not really understand what we were doing," Mr. Willett said. "But we've overcome that now and our sales campaign has been intensified. With strengthened engineering help, we worked out the technical problem of precise timing for our feeds, which has been particularly helpful to stations in smaller markets with a small engineering staff."

By the end of 1965, subscribers to UPI Audio had risen to about 150 stations. Last January, when a competitor, Radio Press International, ceased operations, UPI Audio began to service the stations on the RPI list. Since the first of the year, according to Mr. Willett, another 100 stations have signed for the voiced news service.

Mr. Willett noted that the UPI Audio operation is "a costly one," and "is just about breaking into the profit column." It maintains a news and engineering staff of 11 in New York and full-time newsmen in Washington (four), London (two), Saigon (two) and utilizes more than 1,000 UPI news correspondents throughout the world.

Six audio transmissions are made via leased telephone lines to station clients each day on a 24-hour basis, covering 60 to 80 stories. In addition to spot and interpretive news reports, the service offers financial, farm and sports news, and features.

Its clients are independent stations, including outlets in 40 of the top 45 markets. The service is nonexclusive; in a number of cities more than one station is a UPI Audio Network subscriber.

Sponsors don't favor runaway productions

Representatives of various film industry unions were assured last week that runaway production—the practice of producing TV programs and commercials overseas—is not desired by American advertisers. They were told that no change was planned in the traditional policy of using U. S.-made product both for regular television film series and commercials.

This was the upshot of a three-hour film union-advertising industry meeting held in New York Tuesday (July 12) at the offices of the American Association of Advertisers Agencies. The meeting was called by the special committee of unions in an attempt to head off runaway production in television before



WFBC-TV gets foreign views of U.S.

WFBC-TV Greenville, S. C., marked the stay in that city of 40 American Field Service students from all parts of the world with a special program, *As Others See Us*, broadcast over the station July 10.

The foreign students, who had just completed nine months in high schools in Texas, Alabama and Tennessee, were asked their impressions of this country. They stopped

in Greenville for several days as part of their stay in this country, conducted by American Field Service, to gain a better understanding of the U. S.

WFBC-TV newscaster Dave Partidge (second from r), host for the special program, and Andy Scott (l) talk to a pair of students from New Zealand and Uruguay while the program is being taped.



On March 8th, our WFBM-TV chief news photographer was named "Newsfilm Cameraman of the Year" by the National Press Photographers Association.

the situation follows the pattern of theatrical films, which shows movies being filmed on a global scale. The unions fear that a runaway production trend would throw Hollywood film workers out of jobs.

During the closed meeting a list of foreign-made series and commercials reportedly was presented by the unions to support their contention that TV production is getting away.

The agency and advertiser representatives indicated to the union group that they prefer to patronize home-produced product and would try to halt runaway production to the best of their control. But, they explained, sponsors actually control only the production of commercials and that program content, because of multiple sponsorship and seller's market trends, was mostly the responsibility of the networks.

Acting on this information, the union committee, at the conclusion of the meeting, decided to seek a meeting with the presidents of the three commercial TV networks as the next step in their program to harness the incipient runaway trend.

Another try for ASCAP depositions

Television stations are moving again to make depositions in their rate-making suit against the American Society of Composers, Authors and Publishers despite a previous denial of this motion in U. S. district court.

The All-Industry Television Stations Music License Committee argues that much of the music used by TV stations, especially that on the soundtracks of old movies, is of little value to them and costs little to produce.

With this contention the all-industry committee asked the court to allow depositions to be taken from two film producers and three music publishing companies for introduction in the proceeding.

The committee has now petitioned the district court to certify an appeal of this question to the court of appeals. Judge Sylvester J. Ryan of the district court had originally denied the depo-

sition taking, saying it would involve "unnecessary delay" (BROADCASTING, June 27).

A hearing will be held by Judge Ryan today (July 18) to deal with the request for the interlocutory appeal. If granted, the all-industry committee would still have to petition the appeals court to hear the matter.

No room at the shrine for TV

The television networks have scheduled extensive color coverage of the wedding of President Johnson's youngest daughter, Luci Johnson, and Patrick J. Nugent on Aug. 6.

Approximately three hours of continuous coverage is planned on the wedding day. Though cameras will not be permitted in the National Shrine of the Immaculate Conception in Washington, telecasts will focus on the bridal party and guests entering and leaving. During the wedding ceremony, set

Bell beefs up budget for musical specials

The Bell System will escalate its production budget for 16 one-hour color specials for next season by at least 20% to about \$3 million to implement its new music-actuality format.

John Howland, advertising manager for Bell, stressed last week that the figure does not include time costs and indicated that the enlarged expenditures will result from filming in various parts of the U.S. and the world. Time charges on the series

are expected to reach at least \$2 million, depending on the station line-up. The specials will be presented on NBC-TV under the title, *Bell Telephone Hour* (Sunday, 6:30-7:30 p.m.)

During the current season, when the program focused almost exclusively on a musical-variety approach from a studio, *Bell Telephone* was carried on some 140 stations. Mr. Howland said that the lineup next season would be "about the same."

In the new approach, the specials will be divided evenly between the musical and the documentary format. The latter will attempt to provide the story behind a musical event or personality spotlighted in each special. For example, filming was completed last week in Spoleto, Italy, on "A Man's Dream; Festival of Two Worlds" (photo). The program traces the evolution of the festival and details the aspirations of its founder, Gian-Carlo Menotti.

Other specials will revolve around the Berkshire Festival at Tanglewood in Lenox, Mass., and the International Jazz Festival at Comblain-la-Tour, Belgium. Other presentations still in the planning stages revolve around a prodigy, the genesis of a legendary musical figure, the "music picture" of an American city and a slice-of-life portrait of a world-famous musical performer.

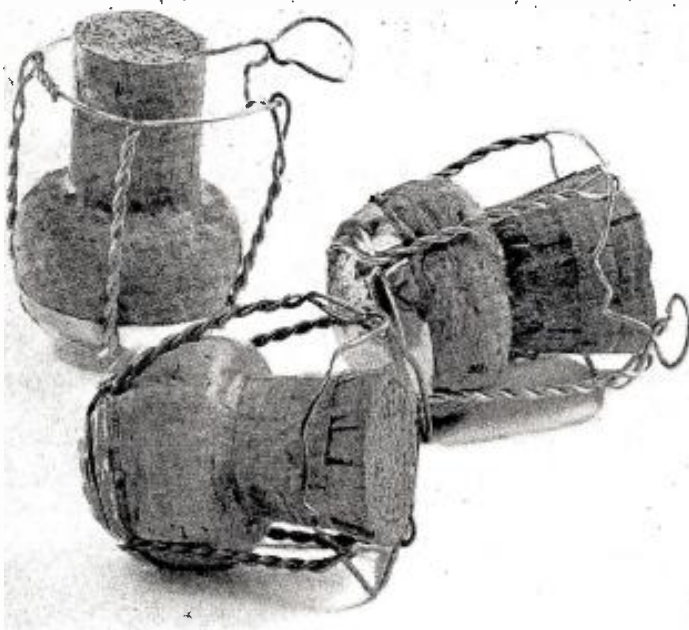
Mr. Howland explained that Bell decided to depart from its 27-year-old format of broadcasting quality music (first in radio and then in TV) because it felt the time was appropriate for "something different, something distinctive that nobody else was doing."

The agency for Bell is N. W. Ayer & Son, Philadelphia and New York.



Gian-Carlo Menotti confers with his staff and members of the cast of 'Pelleas et Melisande,' in the drawing room of a 17th-century palace near Spoleto, Italy, where a special

musical-documentary program of the 'Bell Telephone Hour' series ('A Man's Dream; Festival of Two Worlds') was filmed in color and completed last week.



On May 9th, WFBM-TV won the coveted Alfred I. du Pont Award.

(OUR SECOND)

On May 19th, WFBM Radio won the Ohio State Award.

for noon, the networks will carry taped material of events surrounding the wedding and films made that morning inside the church.

No decision has been made on whether the networks will be permitted to telecast a portion of the reception.

Networks also were preparing special half-hour and one-hour programs to be carried the day before the nuptials (Aug. 5) and on the night of the wedding.

WJXT series brings editorial praise

In the face of many critics who contend that the First Amendment was designed to offer freedom of the press only, broadcasters have found a new supporter in the *Tampa (Fla.) Tribune*.

In an editorial the paper related how WJXT(TV) Jacksonville, Fla., had a major role in exposing law violations and waste by city officials there. The station carried a series of programs that led to a grand jury investigation of the charges (BROADCASTING, June 6).

The *Tribune* said WJXT's inquiry into the local situation was in accord with "the highest traditions of American journalism" in seeking "to expose public waste—and worse—without fear or favor." Such actions, the paper continued, "added another case to the argument for First Amendment application to television and radio."

Schwimmer wins first round in 'Races' suit

Television producer Walter Schwimmer, Chicago, has won an initial suit in federal court to protect his successful *Let's Go to the Races* syndication package from being copied by others. He also warned he will initiate suits against "any and all imitators that infringe on the contest idea" of the show which currently is on the air in 95 markets.

The Schwimmer company said that U. S. District Court Judge Leslie Darr in Chattanooga has issued a preliminary injunction against a Tennessee supermarket operator, Cas Walker, who originally sponsored *Let's Go to the Races* in that area but subsequently decided to produce his own similar show. The case now is pending further hearing on permanent injunction and on a Schwimmer claim for \$50,000 damages.

Mr. Schwimmer said he originated the racing show concept in 1962 and filmed it in 1963 for premiere in Minne-

Stand-in injured

The shooting set for CBS-TV's *Daktari* series was smashed last week by a runaway railroad crane. The rail car jumped the track on a curve in Los Angeles county's Soledad Canyon and crashed into the grounds of Africa, U.S.A., a film jungle animal compound run by Ivan Tors, who produces *Daktari* for MGM-TV. More than a dozen animals suffered injuries, including the stand-in for "Clarence the cross-eyed lion," who received a fractured leg. One railroad crewman was killed.

apolis that same year. It is especially designed to stimulate store traffic since customers obtain racing-contest forms there to enable them to participate in the TV show. He said Mr. Walker bought the show and praised its success in tripling sales.

Suits presently are planned against two other programs that are alleged to have copied the racing format, Mr. Schwimmer said. He did not reveal their identity.

Ethnic programers oppose KLOK sale

A group of foreign-language programers affiliated with KLOK San Jose, Calif., last week asked the FCC to deny or designate for hearing an application for transfer of the station's ownership so that they would not lose their jobs. The petitioners also argued that the proposed change in KLOK's ownership would not be in the public interest.

The KLOK programers stated that the station's programming has for many years served the needs of a large number of foreign-language speaking peoples, estimated at well over one million, in California. KLOK presently conducts broadcasts in 14 foreign languages that reach 15 different minority groups. The group that petitioned the FCC for denial of the transfer application is largely responsible for the broadcast of KLOK's foreign-language programming.

They further state that the proposed transfer of KLOK's control from E. L. and Florence Barker to the P. and T. Davis Investment Co. would deprive listeners of their programming needs.

The KLOK programers contend that the P. and T. Investment Co. would, if it assumes ownership, discontinue the station's foreign-language format, thus endangering the public interest in the service area. They also argue that

termination of KLOK's present format would "cause irreparable economic injury through financial returns which they now derive from the obtaining of advertiser sponsorship for such foreign-language programs."

The KLOK group, while hoping for an FCC denial of the transfer application, has also requested that the commission designate the matter for hearing to determine (1) whether a survey of listener needs and interests conducted by P. and T. was accurate, (2) whether another survey by P. and T. to support the proposed change in programming from foreign language broadcasts to "standard pop" was adequate and (3) whether the transferee has misrepresented any facts to the commission.

Payola hearing takes abrupt hiatus

The FCC last week halted, at least temporarily, its closed-door investigation into alleged payola activities among record companies and rock-'n'-roll stations in Southern California.

The action came as a surprise, since most observers had believed that the hearing would continue for at least another week. Commission officials in Washington, however, indicated that the hearing would probably resume at a later date.

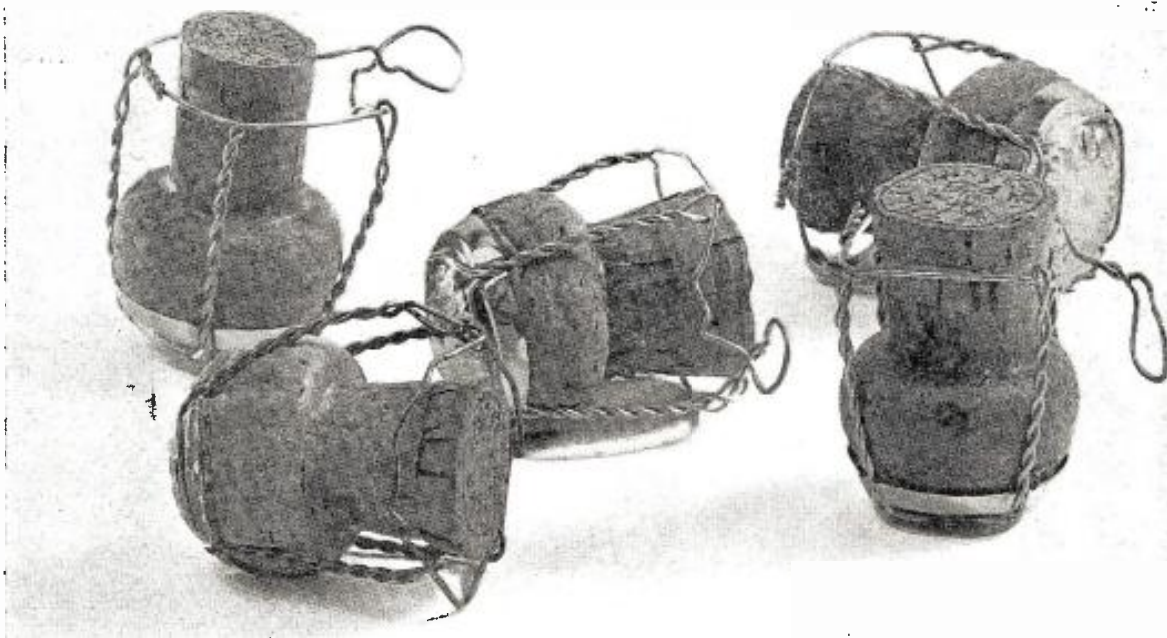
They pointed out that presiding hearing examiner in the inquiry, Jay Kyle, was to conduct another hearing in Washington this week. They also said that while no firm decision had been made, Mr. Kyle and the three other commission representatives—an attorney and two investigators—would probably return to Los Angeles.

In 14 days over a three-week period, some 25 witnesses, including nine disk jockeys, were called to answer charges that undercover payments were given to radio-station personnel by record manufacturers and distributors in exchange for favorable air play. The charges reportedly were triggered by two ex-record promoters.

15 in student body at CBS actors' school

The CBS-TV network actors workshop has entered its third month with 15 young actors and actresses, chosen from some 350 persons auditioned from an original list of 1,200 applicants. Five other students who began the workshop course have left, some to act in summer stock and one to sign a film contract.

Among those on the board of advisers



On May 20th, WFBM-TV won the highly-eshteemed Alfred P. Sloan Award for writing.

On June 13th, WFBM-TV won the Mayors' Award as the best shtation in the country for serving its city's needs.

are John Frankenheimer, Lamont Johnson, Elliot Silverstein, Philip Leacock and Franklin Schaffner, all prominent motion-picture and TV directors; Gordon Davidson, managing director of the UCLA theater group, Lyle Dye Jr., executive director of the Performing Arts Council of the Los Angeles Music Center, and Howard Taubman, critic-at-large for the *New York Times*. From time to time these advisers will teach in the workshop.

Negro criticisms aired at meeting

Officials of the National Association for Advancement of Colored People met with representatives of television and motion picture production organizations and delegates from creative talent guilds in Hollywood last week to see what can be done about hiring more Negroes for film work and for improving the Negro image on the nation's movie and TV screens. After a three-hour session (July 11), it was agreed that the Association of Motion Picture and TV Producers, one of the several organizations attending the meeting, would use its "good offices" to set up further meetings with delegates from the Writers Guild of America, the Screen Producers Guild and the Directors Guild of America to continue discussing ways and means of showing the Negro as a more typical part of American society. The first of such meetings has been scheduled for July 25.

The NAACP delegation to last week's gathering was led by Herbert Hill, labor director for the civil rights organization. Mr. Hill affirmed his earlier forecast, made at the NAACP's annual convention in Los Angeles (BROADCASTING, July 11) that a "watch dog" bureau would be established in Hollywood to champion for Negro interests in the film business. The bureau, to be initiated when sufficient operating funds are raised, will be professionally staffed and will report directly to national NAACP headquarters in New York.

Radio series sales . . .

Chickenman (Spot Productions): WHEC Rochester, N. Y.; WFBG Altoona, Pa.; WHYY Montgomery, Ala.; KAOB Lake Charles, La., and KAKE Wichita, Kan.

Dream World Series (Triangle Publications): WKBH LaCrosse, Wis.; KRCC Rochester, Minn.; WVMT Burlington, Vt.; WTAP Parkersburg, W. Va.; KSCO

No pilot required

Producers Danny Thomas and Aaron Spelling, who recently formed Thomas-Spelling Productions have announced their first joint TV production effort. It's a half-hour comedy western called *Range* and will star Tim Conway, last seen in *McHale's Navy*. ABC-TV has made a financial commitment without a pilot being produced. The series is scheduled for a probable 1967-68 season starting date. Reportedly, the same network is negotiating for additional series projects to be made by Thomas-Spelling, also without the benefit of pilots.

Santa Cruz, Calif.; WBSM New Bedford, Mass., and WPAY Portsmouth, Ohio.

The Joe Pyne Show (Hartwest Productions): WPEO Peoria, Ill., and WCGC Belmont and WZKY Albemarle, both North Carolina.

Pro sports' TV impact up for discussion

The extent to which professional football telecasts on Friday and Saturday cause competitive harm to high school sports will be among subjects to be explored at a forthcoming national conference of college and high school sports associations. No date has been set for the gathering.

The national conference to explore the impact of professional sports upon school sports, especially high school, is expected to be convened under the auspices of the National Collegiate Athletic Association, it was learned Thursday (July 14) from the Chicago office of the Big Ten Association. TV would be only one facet of the subject, it was noted.

The demand for the special meeting evolved last week from a conference of 11 college associations in Colorado Springs. It was noted that a 1961 anti-trust ruling permitting packaging of professional football for TV has certain "loopholes" which are of concern to the school sports groups.

Taylor replaces Reagan

The long-running, syndicated western anthology television series, *Death Valley Days*, will have a new host when it begins its 15th season in October. Actor Robert Taylor was named last week to succeed the previous host,

Ronald Reagan, who now is Republican nominee for governor of California.

Hugo Riemer, president and chief executive officer of U.S. Borax & Chemical Corp., Los Angeles, owner and sponsor of the series, said replacement of Mr. Reagan, who was with the series for two seasons, became necessary after he won the GOP nomination. Mr. Taylor will be host of the 26 episodes of the half-hour color program now being filmed on location in New Mexico, Utah and Arizona. His contract calls for participation in at least another season of 26 episodes afterwards. Mr. Taylor also will perform as an actor in the cast of a minimum of three segments during the coming season.

ABC-TV plans an 'operation headstart'

ABC-TV is expected to stamp "official" this week to its plans to start most of its new shows next season a full week ahead of the other TV networks.

The network quietly contacted advertisers for their approval, a necessary action because of prior commitments made in the ABC schedule. Advertiser approvals have been coming in, and by this week—probably about the middle of the week—ABC hopes to be in a position to announce a fait accompli.

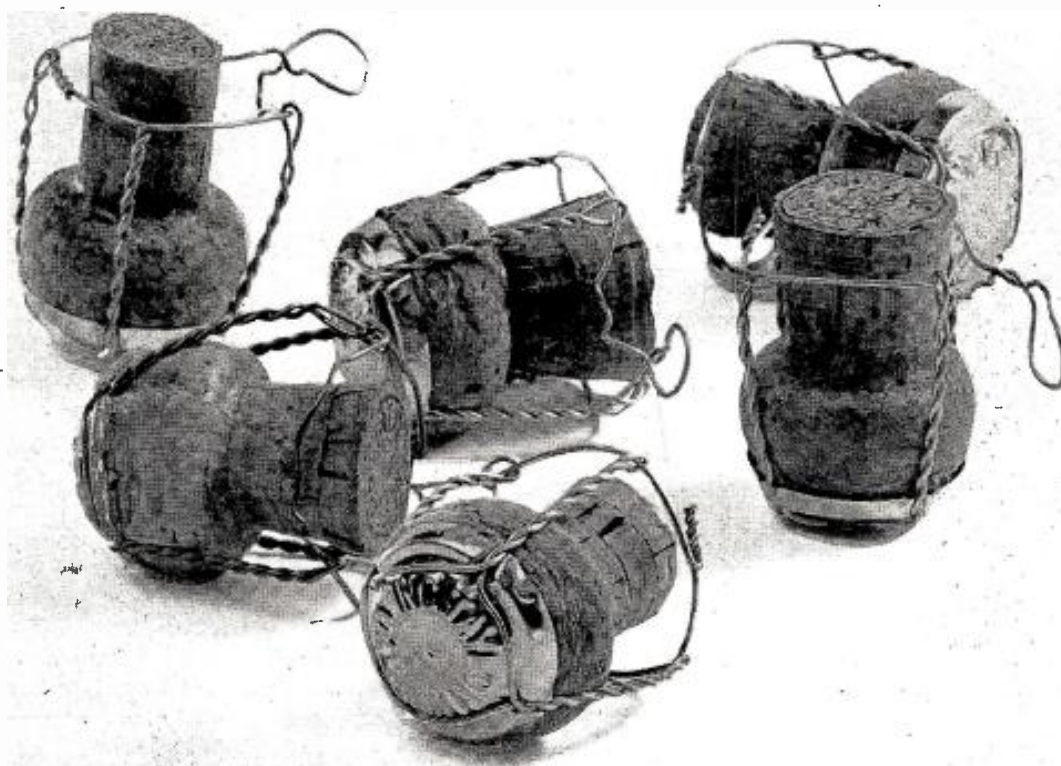
The surprise ABC move will catch the other two networks still at the launch stage. ABC's one-week step-up will begin with the Tuesday night schedule. There are three new shows scheduled for that night—*The Rounders*, *The Pruitts of Southampton* and *Love on a Rooftop*. Instead of starting on Sept. 13, the week when the three networks presumably all would be showcasing new series for the first time in the season, ABC's Tuesday new-show lineup will break Sept. 6. ABC's move will concentrate on weeknight shows. Only one new series, *Shane* on Saturday nights, is slotted for the weekend.

Film sales . . .

Tarzan Features (Banner Films): WSBT-TV South Bend, Ind., and WDBJ-TV Roanoke, Va.

Banner Features (Banner Films): WBBM-TV Chicago, WCAU-TV Philadelphia, WGBS-TV New York, KNXT-TV Los Angeles and KMOX-TV St. Louis.

Step This Way (Triangle Publications): WYTV-TV Milwaukee; WDAF-TV Kansas City, Mo.; KPTV-TV Portland, Ore.; WTTV-TV Bloomington-Indianapolis; KTNT-TV Tacoma-Seattle; KWWL-TV Waterloo-Cedar Rapids,



On June 24th, WFBM-TV was named "Newsfilm Station of the Year" by the National Press Photographers Association.

Iowa, and WDSM-TV Duluth, Minn.

Terry and the Pirates (M&A Alexander): WEAT-TV West Palm Beach, Fla.

Betty Boop and *Q. T. Hush* (both M&A Alexander): WKBD-TV Detroit.

Shirley Temple Features (National Telefilm Associates): KWGN-TV Denver; WLWD-TV Dayton, Ohio; KOOL-TV Phoenix, and KOLD-TV Tucson, Ariz.

12 Jane Withers Features (National Telefilm Associates): WLWD-TV Dayton, Ohio.

Battle 39 War Features (National Telefilm Associates): KTVT-TV Fort Worth-Dallas.

Open End and *Probe* (National Telefilm Associates): WJCT-TV Jacksonville, Fla.

Assignment Underwater, *How to Marry a Millionaire*, *Mantovani* and *U. S. Marshall* (National Telefilm Associates): WEAT-TV West Palm Beach, Fla.

I Spy (NBC International): WKAQ-TV San Juan, P.R.

ABC sends 16 to drama school

Sixteen national winners, winnowed down from 25,000 applicants for ABC acting and directing scholarships to the American Academy of Dramatic Arts, have been announced by Leonard H. Goldenson, ABC president, and Frances Fuller, director of the American Academy.

The winners, selected initially by over 50 ABC-affiliated stations, receive \$750 grants, each equal to a year's tuition at the academy. If successful, a student will be invited to return a second year at the academy's expense. A list of 16 alternates were chosen in case a winner should decline the scholarship.

Regional auditions were conducted by representatives of the academy and ABC affiliates. The national finals were conducted by Miss Fuller and Warren Lyons, ABC manager of talent and development and ABC coordinator of the ABC-AADA scholarships.

'Gidget' syndicated

Screen Gems Inc. has placed *Gidget* into syndication and has sold the series, consisting of 32 half-hour color episodes to WPIX-TV New York, WGN-TV Chicago, KHJ-TV Los Angeles and CKLW-TV Windsor, Ont.-Detroit. The series is completing its network run on ABC-TV this summer.

Hartwest to distribute BBC radio programs

Hartwest Productions Inc., New York, last week became exclusive U. S. distributor for radio programs produced by the British Broadcasting Corp. Transcription Service, and it announced three shows would be available for fall scheduling. Hartwest has been the syndicator of the BBC's weekly *Top of the Pops* series.

The initial offerings from the BBC catalogue will be *Round the Horne*, a comedy-variety series; *BBC Music Showcase*, and *BBC Folk Song Cellar*.

Round the Horne, 39 half-hour shows, stars Kenneth Horne, an English radio personality. *BBC Music Showcase*, 26 90-minute concerts, will be available in stereo or monaural and will be narrated by Antony Hopkins. The programs will be recorded during live concert performances. *BBC Folk Song Cellar*, 26 one-hour shows, features folk singers from all parts of the British Isles.

Hartwest is sending Chris Albertson to London on permanent assignment to work with the BBC Transcription Service staff in preparing a talk-information library, and to produce a series of specials for U. S. distribution.

Program notes . . .

Berman-Desilu pact ■ Shelley Berman will develop two half-hour situation comedy series for Desilu Productions. The shows are projected for the 1967-68 season. Mr. Berman's first free-lance TV script is scheduled for production as an episode on NBC-TV's *Laredo* series in the fall.

Star gazing ■ Oscar Weber, president of the American Federation of Astrologers, has come to WNAC Boston with a weekday 5-minute program of horoscope broadcasts. The show includes a barometer for the day naming famous people born on that day and relates the effects that stars may have on an individual's life, characteristics and activities.

Record Residuals ■ Residual payments to actors for reruns of television programs have reached new highs. The Screen Actors Guild says residual distribution is running \$500,000 ahead of last year. Payments in June were the biggest since the beginning of television programming, with a total of \$1.3 million in residuals on domestic reruns distributed, compared to the previous highest single month of last August when little more than \$1 million was collected by the guild for apportionment.

Alumni organize ■ Three graduates of the now-departed *Perry Mason* series

have formed a television and motion picture production company, Cerberus Productions, Hollywood. Arthur Marks, co-producer of *Perry Mason*, has been named president. Art Seid, also co-producer of the former CBS-TV series, and Ernest Frankel, the show's story consultant, will be vice presidents.

More 'Stage 67' ■ Arthur Kennedy and Brandon de Wilde will star in "The Confession," an original drama by David Karp for ABC-TV's *ABC Stage 67* series next season.

Senate approves obscenity commission

The Senate last week passed and sent to the House of Representatives a bill to establish a commission that would include a representative of the broadcasting industry, to explore the methods of combating the traffic in obscene materials.

The commission would be composed of 20 members from government agencies, education, the clergy and news and publishing fields. It would study the need for any new federal, state or local laws to control obscene materials and inform the public through the cooperation of the mass media in this campaign.

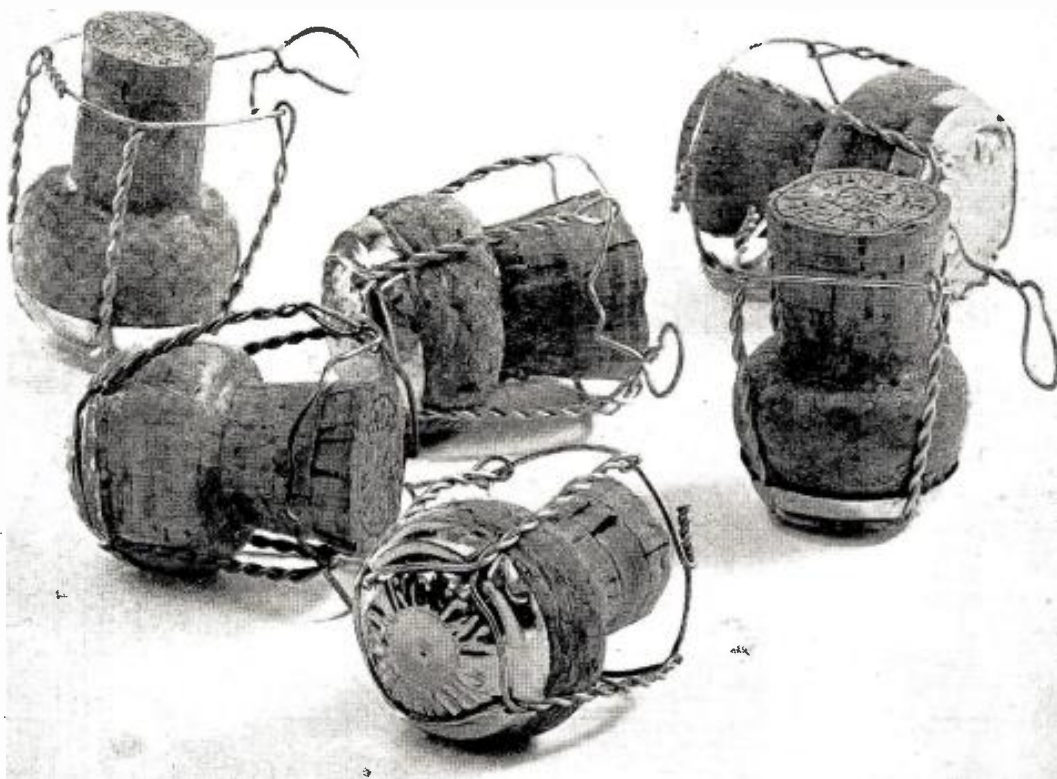
As Senator John G. Tower (R-Tex.), one of the sponsors of the measure, commented: "This commission is not a censorship bureau; what it does provide is protection for those Americans who wish to remain secure from openly lewd material, openly proffered."

Kansas judges delay news ban

Two Kansas district court judges have decided against imposing their guidelines which would limit information supplied to news media in criminal cases. The judges, James R. Rexroad and William Gossage, first set up these limitations after the arrest of two teenagers charged with rape and murder in Hutchinson, Kan. (BROADCASTING July 4).

The state supreme court, when asked for approval of these guidelines, said they were not in conflict with supreme court rules, but neither gave approval nor disapproval. The two judges proposed to enforce the limitations through contempt of court citations. In its informal opinion, the supreme court reserved judgment on this method of enforcement.

After meeting with representatives of news media, Judges Rexroad and Gossage decided not to make any immediate attempt to enforce their rules.



These awards shpeak for themshelves. We'll only remind you that the shtations that *serve* best *sell* besht. Ashk your KATZ man!

the WFBM
STATIONS

INDIANAPOLIS RADIO TELEVISION FM MUZAK

TIME
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Shades of 78, 45 and 33 $\frac{1}{3}$

Auto-home tape cartridge potential
is revealed at Chicago music show

There is an engineering-standards and sales-marketing war shaping up in the rapidly growing auto-home tape cartridge field that recalls the phonograph speed battle of the 1940's. And it appears to be matched only by the manufacturer scramble to come up with new product for home video-tape recording, an equally infant and potentially profitable field.

The rising battles, both of which have technical significance and programing implications for radio-TV broadcasters, were clearly evident in Chicago last week during the 65th annual convention and music show of the National Association of Music Merchants. The show in recent years has become a major event for introduction of new consumer radio-TV products.

At last year's music show only four firms displayed tape cartridge systems for automobiles. But this year nearly three dozen exhibits featured the stereo and monaural units. Some included AM and FM radios and others included in-home and portable cartridge units as well so the listener can play his tapes

virtually everywhere.

Of particular interest to broadcasters and radio programmers: Many of the auto-home cartridge tape systems are being sold on the basis of their being an escape from "excessive commercials" on radio today as well as a new "program choice," controllable by the owner himself. The emphasis appears to be on popular music, radio's bread-and-butter format.

Big Surprise ■ Of further interest: The cartridge systems were described by many trade sources as the surprise hit of the show this year and the hottest new selling item since the postwar phonograph boom. The cartridge player and music market right now is said to top the \$100 million mark.

As for the home video tape recorder, only two firms, Ampex and Sony, showed units at last year's music show. But last week three firms displayed color video recorders for the home and more than twice that number displayed monochrome models as still others hinted they too will soon have units to sell. The new color HVR's were shown by

Sony, General Electric (Sonydeck) and Panasonic.

The technical standards problem in the tape cartridge field seems to be basically a three-way fight. All possible solutions already are being explored by the Electronic Industries Association.

One group is the older four-track cartridge system, largely monaural but including stereo now. A major firm is Muntz Stereo Pak on the West Coast.

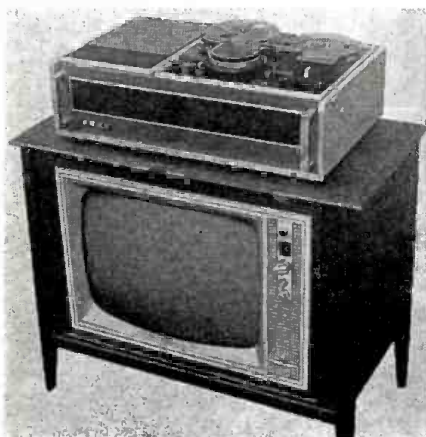
The second, and a big new contender being adopted by all three of Detroit's major auto manufacturers as optional new car equipment, is the stereo eight-track system. It has been pioneered by Lear Jet. Muntz and others, however, now are offering units that are compatible to both four and eight-track mono or stereo, as well as eight-track systems.

Still Unfamiliar ■ The third system is the tiny Norelco "Cassette" system (Phillips of Holland), not yet as well known in the U. S. but deeply entrenched abroad with nearly 40 manufacturers already having adopted it. Operating recorder-players are said to exceed all of the various U. S. systems' players combined.

Mercury Records last week disclosed it is going to sell both popular-music product and tape-player units using the Phillips system while Norelco said GE, Revere-Wollensak, Sony, Panasonic, Toshiba and Hitachi are "committed"



Lear Jet auto tape



Sony home color tape



RCA tape for home and auto

to Phillips too. Magnavox itself disclosed last week its new tape cartridge system is going the Phillips route.

One unusual facet of the fast-breaking "auto tape" market is the almost equal rapidity with which the various manufacturers have come up with the home units so the listener can play his car tapes there as well as on the road (see RCA picture). Also there are new portable self-powered units enabling the playing of tapes in boat or plane or on beach or picnic. Prices of the various units range from low-end models around \$50 to better units at \$150 and above. One furniture manufacturer recently incorporated the tape system in a "stereo chair" (BROADCASTING, Jan. 10).

The new color home video tape recorders, all in the over-\$2,000 price range, will not be available for delivery generally until sometime after the first of the year. Sony, which also is supplying the basic unit for GE, expects to deliver soonest. Panasonic (Matsushita) is not just sure when its color HVR will deliver in the U. S. next year. Prices include small monochrome cameras for home pictures plus color monitors.

More Products ■ Entries in the monochrome video tape market for the home and school or industrial market were displayed by Sony, GE and Panasonic too. Others were shown by Concord, Shibaden, 3M Co.'s Wollensak, as well as by the video tape pioneer, Ampex. Another Japanese giant, Toshiba, expects to have an HVR entry "next year," and additional important American manufacturers like RCA are "studying" the market closely and admittedly are doing developmental work in this area. The newest monochrome HVR machines are very compact, hardly larger than the average audio tape machines of about five or six years ago. Prices for these monochrome recorders run from around \$850 and up, well "up" in fact, depending on the recorder model itself and the sophisticated array of live cameras and lenses the buyer desires.

In the home video tape market also there is a shakedown of technical standards underway. Most machines use helical scan, one-half-inch tape and twin recording heads. But there are variations here and in tape speeds as well.

Like the audio tape cartridge field where music publishers and record firms are rushing in with their latest hits and high powered and colorful promotions, the home video tape field appears destined to have its store-bought "recorders" offered too. Audio Fidelity Records of New York has announced its new Audio 20/20 Videotape series for the HVR fan. Initial label: a country and western piece from Nashville.



Expansion at WGN headquarters

WGN Continental Broadcasting Co. is expanding its Chicago headquarters floor space by 20%, or by nearly 20,000 square feet, with acquisition last week of a large building adjacent to its present WGN-AM-TV plant. The one-story building, acquired for \$325,000, will house departments not directly involved in broadcast production.

With the new facility, WGN Continental's Chicago plant will occupy 14.4 acres on the city's north side. This includes the WGN landing port for its traffic helicopters as well as auto parking space. The company's expansion has been sparked by its growth in TV program syndication as well as acquisition of other broadcast properties.

It's KIOO vs. FCC and FAA

Oklahoma City outlet gets restraining order; will seek temporary injunction

An Oklahoma City FM station has taken on the U. S. government in a fight over its right to continue operations while efforts are made to locate and eliminate the cause of interference potentially dangerous to nearby aircraft operations.

So far, the station, KIOO(FM), is more than standing its ground. It has obtained a court order restraining the Federal Aviation Agency and the FCC from interfering with its operations. And it will seek a temporary injunction to bar such interference until the trouble is located and corrected.

Meanwhile, the station and the area are swarming with FAA and FCC technicians who are trying to help the station do just that. Thursday night (July 14) commission engineers descended on the station for a complete inspection.

At issue is the intermittent interference which the station causes the ground-approach radar control unit at

Tinker Air Force Base, outside Oklahoma City, when the unit operates on 301.5 mc. The station operates on 100.5, but the interference is in the transmitter's third harmonic radiation.

Ordered Off Air ■ The commission, acting on a complaint from the FAA, on Monday (July 11) ordered the station off the air that midnight. It had sent a telegram a few days earlier warning the station that such an order would be issued if the interference were not eliminated. Commission officials cite as their authority agency rules permitting such action when interference endangers safety.

The next day, however, the commission wired the station permission to return to the air provided it cooperated with the FAA in efforts to eliminate the difficulty. There were indications the commission officials felt they had moved too fast. One noted that a station that objects to be taken off the air is entitled to a hearing.

In the meantime, KIOO general manager Steve Bushelman Jr. had gone into federal court in Oklahoma City to obtain the restraining order and to file notice of a request for the temporary injunction. Arguments on the request are scheduled for today (July 18).

An FCC official in Washington last week said the commission was unaware of the court action when it wired the station permission to resume broadcasting. And an FAA spokesman expressed the hope the difficulty would be elimi-

nated by time the court hearing was held.

Mr. Bushelman told BROADCASTING last week the station had been trying without success for months to locate and eliminate the trouble. He said the station had installed a new filter to reduce the third harmonic emission—but it had no effect. “We want time to find and correct the trouble, he said. “We haven’t had the kind of technical help locally that we needed.

Questioned Need • He also said the Tinker base commander had told him the 301.5 mc frequency, which has not been used for the radar unit since early June, probably would not be pressed back into service until later this month.

An FAA spokesman in Washington, however, said Air Force officials have been “screaming” for the frequency since July 6.

That was when the interference problem—long a source of friction between the station and the FAA—became critical. The base had been using two of three frequencies available to it, with 301.5 mc in reserve. But with the beginning of the fiscal year, July 1, new funds were available for training flights, and the base needed all three frequencies to handle the added traffic, according to FAA officials in Washington.

Accordingly, the request was made to the FCC to direct the station to eliminate the interference or cease operations.

Since Tuesday FAA and FCC engineers, armed with the latest electronic detecting equipment, have been measuring the station’s emissions, trying to track down the trouble. For a time it appeared that it had been located in a poor soldering job in a transmitter filter. But that didn’t prove out, and Thursday night the FCC engineers’ complete inspection of the station was underway.

Mr. Bushelman stressed that he had no quarrel with the FCC. “With the FAA claiming we’re endangering life and limb, the FCC’s hands are tied,” he said. “But I’d like to know what the FAA’s got against us.”

CBS Labs names product distributor

CBS Laboratories, Stamford, Conn., a division of CBS Inc., last week named Tecnifax Corp., Holyoke, Mass., to market, promote, distribute and service a line of diazo microfilm duplicators.

CBS Laboratories, which has been active in the microduplicating technology for the past 18 months, has designed diazo machines that allow microfilm, used for both information storage and dissemination, to be handled in room light and developed almost instantane-

ously with high resolution. Its other products include special electronic and optical communication systems for air and space, high speed photo-composing systems and other forms of visual communications, as well as research in acoustic communication systems.

Tecnifax, a wholly owned subsidiary of Scott Paper Co., Philadelphia, also makes or services microfilm materials, visual communication equipment, printing materials in graphic arts and electrostatic platemaking units and supplies for office duplicating.

NAEB loses bid for ‘saturated’ TV table

The FCC has defended its revised table of UHF assignments, adopted last February, as providing flexibility and efficiency in television allocations. The commission expressed its comments last week in an order which denied petitions for reconsideration of the new assignment plan submitted by the National Association of Educational Broadcasters and the Joint Council on Educational Broadcasters.

The NAEB in particular had strongly opposed the FCC’s new plan. The association condemned the “antieducational rationale” of the commission’s “unsaturated” system and called for the granting of the necessary reserved channels to educational broadcasters or for congressional action on the problem.

The policy of expecting educational and commercial broadcasters to gradually fill out an “unsaturated” allocations table takes no cognizance of the scope of ETV’s long-term needs, according to NAEB. The plan, the association said, thus defeats most of the government’s measures to extend the tools of education to as many people as possible.

In denying the reconsiderations the commission argued that the “saturated” plan by NAEB would provide very little geographic flexibility and would have to be changed so often “as to amount to the issuance of a newly revised assignment plan every few months.”

In answering NAEB’s argument that not enough educational channels have been reserved for ETV use, the FCC said it is “important to restrict the use of the unique characteristics of certain bands to services which cannot be performed in other bands. The domestic broadcast bands are unique because the widespread distribution of receivers in the hands of the public which are capable of receiving signals in that band makes it possible to reach people in their homes. Thus, the primary use of a broadcast band should be for that purpose. Certain kinds of educational pro-

gramming require this kind of access to the public. However, if the broadcast channels are used to serve a relatively limited number of preplanned receiving points they are, in effect, withdrawn from the broadcasting service, thereby compounding an already serious shortage.”

The commission also contended that it has provided various alternatives for educators, and, therefore, denial of unlimited access to the broadcast bands does not deprive them of needed service. Cited by the FCC as specifically tailored for classroom instruction and related administrative functions was the Instructional Television Fixed Service which “is only a part of our continuing efforts to integrate the needs of educators with the needs of other users of the spectrum in an orderly and efficient manner.”

The FCC’s new UHF assignment plan is basically the same as the one issued in June 1965 but contains more lower-numbered channels, most of which are in less populous areas (BROADCASTING, Feb. 14). The revised table makes 1,098 UHF channel assignments by states and cities, as compared to 1,080 in the table adopted in June 1965. The new table provides for 508 educational and 590 commercial channels. The VHF band provides another 107 educational and 551 commercial channels. A computer error, which was discovered in the original 1965 program, forced the commission to draft the revised allocations table.

CBS-owned TV’s dive into color

The extent that CBS-owned TV stations are outfitting themselves for local origination of color shows this fall was made known last week with the disclosure of new orders for equipment by four of the five outlets. CBS-owned stations over a year ago first indicated their plans to upgrade color transmission.

WCAU-TV Philadelphia, WBBM-TV Chicago, KMOX-TV St. Louis and KNXT-TV Los Angeles have put in their requisitions to two manufacturers for at least 25 live four-tube color cameras and, in addition, ordered various numbers of Ampex high-band color videotape machines.

WCAU-TV, in a multi-million dollar expansion plan, has bought an estimated \$2 million worth of RCA equipment. Delivery, expected in September, includes three TK-42 four-tube live and two TK-27 film color cameras (added to two other RCA film models bought earlier), and audio and video control units. RCA, under agreement,

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Typical response is ± 1 db. from 20-16,000 cycles with typical distortion in the range of 1% or less.

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A subsidiary of Harris-Intertype Corporation



Vanguard II:
Solid state plus one tube does it better!

will work with CBS engineers in the design of WCAU-TV's color system. The station has also ordered two other Ampex VR-2000 color video-tape machines, a Unicon TV program controller from Hancock Telecontrol Co., and other equipment from various manufacturers.

The three other stations, already equipped with RCA TK-27 film color cameras, have ordered four-Plumbicon Mark VII (live) color cameras from the Marconi Co. in England. KNXT(TV) will take eight, and KMOX-TV and WBBM-TV will be supplied with seven Mark VII's apiece. Each camera is estimated to cost around \$80,000. All three outlets also expect delivery of Ampex VR-2000 color machines this fall. Before the live cameras arrive, each will use substitute three-tube live cameras for colorcasts.

WCBS-TV New York, the fifth CBS-owned station, has access to network color facilities and is reportedly fully geared for color from local telecasts on up.

Sony has portable home video tape

Sony Corp. has come up with a portable home video-tape recorder that can be taken outdoors for amateur telecasting. The new recorder, expected on the market by July 1967 at a cost of around \$1,000, cannot, however, play back the 30 minutes of black-and-white pictures and sound it picks up. That requires another recorder.

Sony's device is a 21½-pound, battery-operated outfit that can be strapped onto both shoulders. On one side the user can put a 9½-pound recorder, on the other a 5-pound rechargeable (up to four hours) battery, and in his hands carry the pistol-grip 7-pound TV camera. This camera has a tiny TV monitor with a one-inch TV screen on top that projects images in reverse. Separately, the camera would cost \$450. Sony's 30-minute eraseable tape reel costs \$30.

Once a recording is made, it can be played back on Sony's standard 66-pound, \$995 video-tape recorder. For this home unit there is an optional \$350 camera. The portable recorder with the standard record-playback machine together will cost the user about \$2,000.

In another move, Sony next month expects to begin selling \$695 TV tape decks. These units can be adapted for making recordings from other TV sets with the use of a special \$100 unit. The tape decks are reportedly an integral part of General Electric Co.'s home video-tape recorders planned for fall (BROADCASTING, July 11).

FAA joins FCC in tower rule

Virtual ban on more than 2,000 feet follows rule first adopted year ago

The Federal Aviation Agency caught up with the FCC last week in putting a virtual ban on the construction of television antenna towers of more than 2,000 feet.

The FAA, in a rule that went into effect Tuesday (July 11), declares that "any structure proposed in excess of 2,000 feet above ground will be considered to be, inherently, a hazard to air navigation and an inefficient utilization of the airspace."

The agency said that anyone proposing such a structure will have the burden of overcoming that presumption. A determination of no hazard will be issued "only in exceptional cases," the agency said.

FCC Consulted ■ The FAA issued its regulation after consulting with the FCC, which last year issued a policy statement providing for the same limit on tower heights (BROADCASTING, May 31, 1965). The commission said then that "the public interest requires a specific ceiling to halt the upward trend in antenna tower heights, and that 2,000 feet above ground is both realistic and appropriate."

As in the case of the FAA, the FCC says it will consider applications for towers in excess of 2,000 feet but the broadcasters involved will have to over-

come a strong presumption against the need for such towers.

Commission officials say only one application proposing a 2,000-foot tower has been filed since the policy statement was issued—by WPTV(TV) West Palm Beach, Fla., in connection with a still-pending request for a site relocation. A number of applications providing for towers of just under 2,000 feet have been submitted.

The FAA rule amends regulations which require builders to notify the FAA of proposed construction that may constitute a hazard to air safety. The agency evaluates the proposal and issues a determination of hazard or no hazard, as the facts indicate.

Technical topics . . .

Stereo monitor ■ Rust Corp., Everett, Mass., has a new solid-state 19 kc frequency monitor designed for daily checks of stereo pilot signals of FM stations. The \$290 monitor has a direct reading meter and can be used for deviation reading from remote locations.

Award money ■ What technical developments have had the most significant effect of influence on the growth of the film industry? The best answers to that question are worth money. De Luxe Laboratories Inc., New York and Hollywood, is offering cash awards of \$500, \$300 and \$200 for the three best lists of the most outstanding technical developments in the history of film and reasons—in 100 words or less—for each selection. Entries should be sent to Technical Developments Contest, Box 3226, Hollywood 90028. The contest closes midnight, Aug. 15.

Joint TV order ■ RCA has sold KETV(TV), KMTV(TV) and WOW-TV, all Omaha, approximately \$1 million worth of broadcast equipment in a major relocation project. In moving their transmitting facility from a downtown area to three 1,365-foot towers at adjoining sites five miles from their studios, wow-TV and KMTV have ordered RCA superturnstile antennas and KETV a traveling wave type antenna. Part of the order includes a 25-kw VHF TV transmitter for wow-TV and a TT6-EL transmitter driver for KMTV.

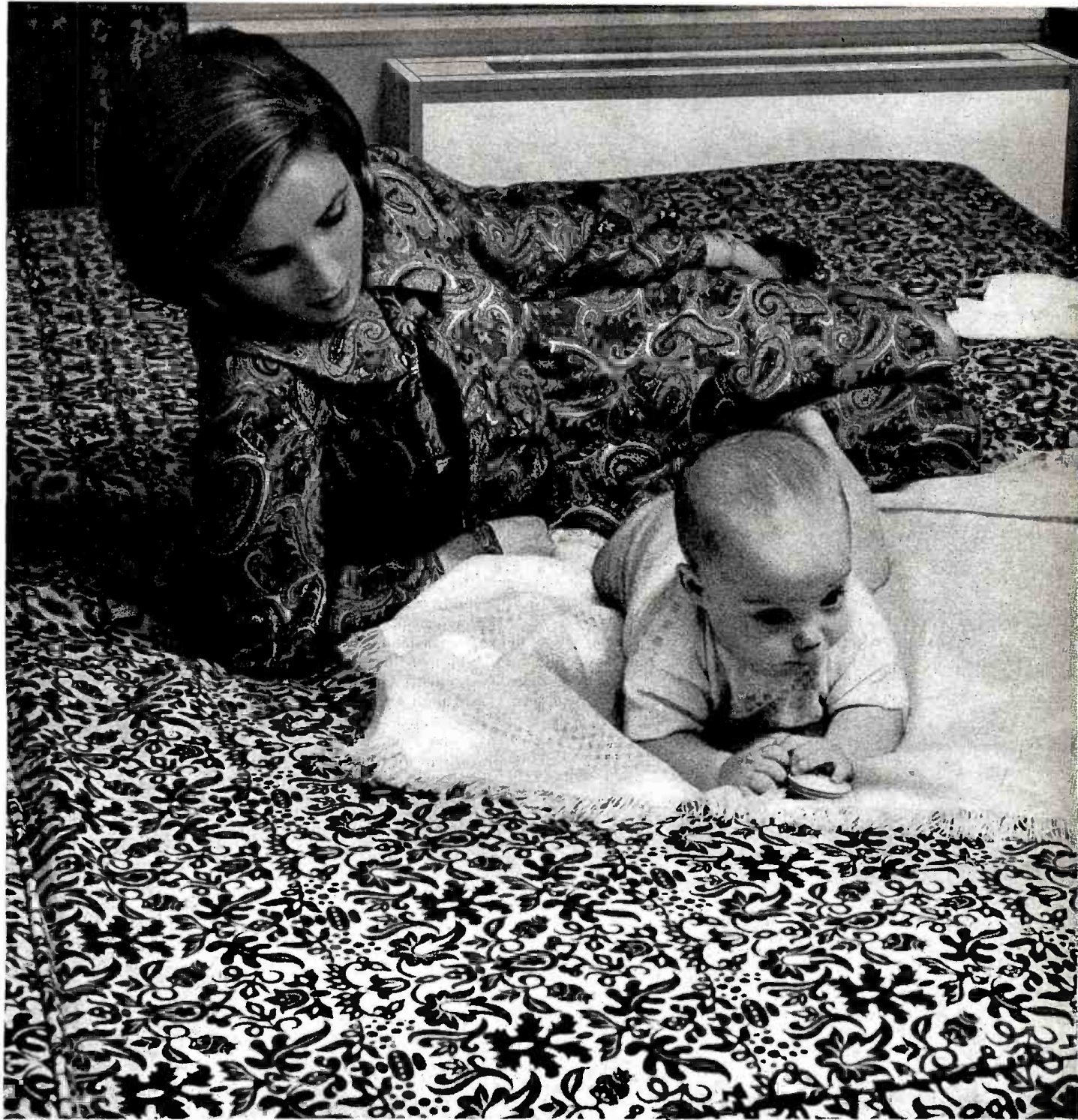
Address change ■ Audio Instrument Co. has moved its office and manufacturing facilities from New York to 311 Mountain Road, Union City, N. J. 07087; telephone (201) 864-4542. Audio Instrument designs and manufactures sound systems components.

Available ■ Switchcraft Inc., Chicago, has introduced two new styles of multiple-circuit phone plugs designed for a variety of broadcast applications and fitting all standard six-conductor cables.

Requiem for Surveyor

Death came to Surveyor I last Thursday as the sun began to sink slowly behind the moon's horizon. And that's just what disappointed earth scientists were trying to capture as man's first TV camera on the lunar surface went blank.

Cause of Surveyor's demise was a ruptured battery, sapped beyond recovery by the cold temperatures on the moon. The lunar TV satellite sent back nine photographs on its last day but expired before it could transmit the key picture of the solar corona—the fiery halo of gases on the outer edge of the sun. Surveyor I was launched May 30.



A population explosion always starts small.

Andrew, here, joined us just 9 months ago. He's one of almost 400 million Americans who will be with us by the year 2000, nearly doubling today's population.

ITT started getting ready for Andrew and his friends back in 1945. Then, in the U.S., ITT had one manufacturing plant in only one state—New Jersey. Now there are ITT plants and facilities in 200 cities and towns in all 50 states.

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for 40 percent of ITT's nearly 1.8 billion dollar business—even though ITT sells in 115 countries around the world.

Some of this growth must be credited to ITT's entry into the service field—a field which accounts for more than half of the national income and labor force.

ITT moved into the service field in 1964 with the purchase of Aetna Finance Company. Avis Rent A Car followed, along with Alexander Hamilton Life Insurance, Hamilton Management

Corporation, distributor of Hamilton Funds, Inc., and Press Wireless, Inc., which provides a complete news-media service in some 65 countries.

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Tomorrow is ITT's responsibility today. As the world must change, so will ITT change, shaping itself to the needs and opportunities of the times.

International Telephone and Telegraph Corporation, New York, N.Y.

ITT

**FOR
IMMEDIATE
RELEASE**

NEW YORK, N. Y., July 13th, 1966: The British Broadcasting Corp. has signed a long-term agreement with Hartwest Productions, Inc., New York, for exclusive distribution throughout the United States of all programs produced by The BBC Transcription Service.

The BBC Transcription Service Catalogue encompasses the best in British broadcasting which has been made available to radio station throughout the world, as well as the best of current BBC programs. Hartwest has hitherto distributed the BBC "Top of the Pops" weekly program in which the most famous British singing groups have regularly appeared.

Signing of the contract was announced jointly today by Malcolm Frost, head of the BBC Transcription Service, and Saul Jaffe, President of Hartwest.

The announcement noted that programs to be distributed to U.S. stations under this arrangement will be available for sponsorship by local, regional and national advertisers, as well as spot advertising participants.

Mr. Jaffe said that the first BBC productions to be offered will include the top-rated comedy-variety series, now heard weekly over the BBC in the United Kingdom, "Round the Horne," and the 90-minute weekly "BBC Music Showcase" in stereo.

"Round the Horne" stars the noted English radio personality, Kenneth Horne and features some of Great Britain's top performers and writers. In commenting on the program, Mr. Jaffe said "American radio listeners will now be able to enjoy the type and quality of program that once constituted the cream of American radio, but disappeared with the advent of TV, when radio could no longer afford to produce comedy-variety shows."

"BBC Music Showcase" consists of concerts, all in full stereo, and featuring some of the world's greatest orchestras, conductors and artists. The series will contain selections from concerts performed at music fes-

tivals and concert halls throughout the British Isles such as the Edinburgh Festival and performances at the Royal Festival Hall. The narrator will be Antony Hopkins, the well known broadcaster, composer, conductor and musicologist, and the series will be produced by John Morris who for many years was in charge of the BBC's Third Programme. These programs, produced and recorded during the actual performances, are responsive to the growing American demand for high-quality stereo production featuring the world's greatest artists and orchestras. The series will be offered to monaural stations as well as those equipped with multiplex facilities and will be supported promotionally in each market by the distribution of a program brochure containing concert notes written and edited by the BBC staff.

Another series to be offered is an hour long weekly program under the title "BBC Folk Song Cellar." Folk singers from Scotland, Ireland, Wales and all parts of England were assembled in London where these programs were produced by the BBC.

The initial release of "Showcase" and "BBC Folk Song Cellar" will consist of 26 programs to be scheduled weekly with one repeat. "Round the Horne" will be offered in an original package of 39 weekly half-hour programs with privileges for re-play of each episode once a week and the use of 13 in the series for re-play during summer season. All three series of programs are available immediately for fall scheduling.

Hartwest will also service, and seek to enhance, the distribution of BBC Transcription Service programs to educational stations in the United States.

Hartwest is sending a staff-member, Chris Albertson, to London on permanent assignment to act in collaboration with Mr. Frost and his BBC colleagues. He will work with BBC officials in preparing a talk-information library, from BBC's vast catalogue of transcriptions, as well as a series of specials for American distribution.

The precedent-breaking agreement in effect establishes Hartwest as the single distributing agency in the United States for all of the BBC Transcription Service programs.

Commenting on the agreement, Mr. Jaffe observed, "We believe that some of the world's finest radio programming is being done in Great Britain on the BBC. Through this arrangement, we hope to introduce to the American public through our American stations a series of refreshing, brand new entertainment and informational features—features which will serve well those advertisers supporting them."



HARTWEST Productions, Inc.

65 W. 54th Street, New York, 212 JU 6-7272

Coming U.S.-Mexican talks may solve old problems

U. S. officials preparing for talks with Mexico on a new treaty governing the two countries' use of the AM radio band appear hopeful that some of the problems which have long plagued broadcasters on both sides of the border can be resolved.

Wallace E. Johnson, assistant chief of the FCC's Broadcast Bureau, who will be on the U. S. delegation, indicated that grounds for optimism extend even to the most controversial item on the treaty-negotiating agenda—that dealing with each country's nighttime use of the other's clear channels.

Mr. Johnson, along with FCC Commissioner James J. Wadsworth, who will head the U. S. delegation, discussed their preparations for the negotiations in a meeting with broadcast industry representatives at the commission offices last week. Industry representatives are consulting this week with the government officials on items on the agenda.

The present five-year U. S.-Mexican treaty, which was to have expired June 9, has been extended 18 months to give the two sides time to negotiate a new agreement. Formal talks are scheduled to begin in Washington Sept. 6. A second series of negotiations will be held in Mexico City starting Nov. 14. If a third series is needed, it will be held in Washington in February.

An agreement that would permit U. S. stations on Mexican clear chan-

nels to operate during nighttime hours would be the most significant achievement of the negotiations. There are some 270 daytimers now operating on those channels. A handful of U. S. and Mexican stations operate at night on the other country's clears, but these are long-standing exceptions to the general ban on such operations.

NARBA Different ■ Countries subscribing to the North American Regional Broadcasting Agreement permit some nighttime use on their clear channels by stations of other signatory nations. But U. S. efforts to write such an agreement into the present Mexican treaty failed. Mr. Johnson last week, however, said the U. S. delegation was "optimistic" about chances of "working something out" concerning additional use of U. S. and Mexican clear channels. He has had several preliminary talks with the Mexicans on issues to be discussed in the negotiations.

The U. S. would be expected to insist on requiring stations operating on the clear channels to protect the dominant station to its border. The Mexicans, however, have felt that protection limited to the dominant station's service contour—which would permit the secondary station to broadcast across the border—would be sufficient, U. S. clear-channel stations, which still have hopes of increasing their power above the present 50 kw limit, would be ex-

pected to object to anything less than protection to the border. Mexico has three stations with power of between 250 kw and 500 kw.

One issue on which hopes for agreement are high involves proposals to lift the present power limitations on class IV stations along the border—about 20 on each side are affected. Class IV stations within 150 kilometers of the border are limited to 250 w. Expectations are that this ceiling can be raised to 1 kw.

Other issues to be discussed with the Mexicans are said to include technical matters, such as methods of measuring signal strengths, proposals for clarifying definitions in the treaty and revising its format, and specific AM assignments posing problems (BROADCASTING, March 21).

Still to be resolved are the status and composition of a broadcast-industry committee that will advise the U. S. delegation. Commissioner Wadsworth and State Department officials said it would not be feasible for industry representatives to attend the talks "in the room." But they said a committee could be formed to receive daily briefings from delegation members and to offer advice.

Besides Commissioner Wadsworth and Mr. Johnson, the delegation will consist of Donald Kanode and Robert Greenburg of the FCC staff, and Hoyt Price, chief of the State Department's Office of Telecommunications.

'Seven Days' are numbered

Douglas Leiterman, executive producer of the controversial public-affairs program, *This Hour Has Seven Days*, has lost his job with the Canadian Broadcasting Corp. and Patrick Watson, co-host of the program, has resigned from the corporation.

The CBC has announced that it will not rehire Mr. Leiterman after his present contract expires on Aug. 1.

"It's the end of the road," Mr. Leiterman said. "*Seven Days* is finished, and it's sad, but that's the case."

Mr. Watson, a *Seven Days* co-host who also has been doing other assignments, said he submitted his resignation to the CBC because he could not remain with the corporation "as it is presently constituted." The *Seven Days*

controversy erupted last April over the CBC's decision not to continue Mr. Watson and Laurier LaPierre as co-hosts of the show for the next season (BROADCASTING, May 2). The corporation maintained that the co-hosts were dismissed because they had expressed personal views on the program and had been "disloyal to CBC management."

UA's international sales up

United Artists Television's international division reported last week that gross sales in the first half of 1966 rose by 18% over the corresponding period of 1965. The sales achievement covers TV series and specials and not feature films, according to Herbert Banquer, vice president in charge of foreign operations.

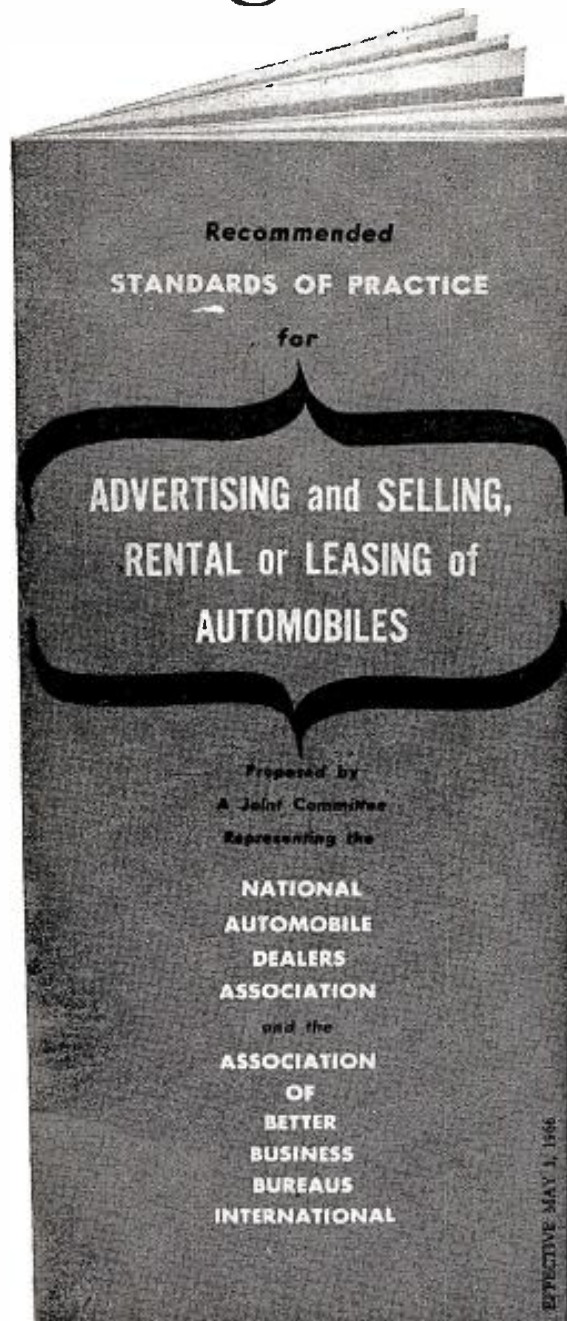
LBJ wants Senate to ratify convention

President Johnson last week asked the Senate to ratify the International Communications Convention and the final protocol to the convention signed by the United States and other countries last year.

The 1965 convention revises and replaces the 1959 Geneva convention. The modifications include changes in membership and tenure of office. Major questions, such as the organization of the International Telecommunications Union, technical cooperation and the establishment of regional offices, were left to the organization's administrative council.

The 1965 convention and final protocol have the approval of the State Department and the FCC.

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To get this important booklet, write to N.A.D.A. Standards, 2000 "K" Street, N.W., Washington, D.C. 20006.

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Official organization of America's franchised new car and truck dealers



FCC takes a new path

**Upholds examiner's order
calling for exchange of
information in hearing**

Broadcasters facing serious charges in FCC hearings had reason to hope last week that they could protect themselves against being surprised by the witnesses or evidence to be presented by the commission staff.

The commission, in a precedent-setting decision, upheld a hearing examiner's order directing the Broadcast Bureau and WEKY Richmond, Ky., to exchange lists of witnesses and exhibits in advance of a hearing in which the station's license is at stake. The revocation proceeding involves a number of charges, including unauthorized transfer of control.

The decision contained language barring its automatic application to all cases. But the commission said the examiner's order is in accord with modern trial practices and procedures.

The examiner in the WEKY case, Chester Naumowicz, had directed the prehearing exchange as a device for expediting the hearing. But the Broadcast Bureau opposed the order. Commission attorneys have long maintained that such prehearing disclosures would open the way to intimidation of witnesses.

Review Board Appeals ■ The review board, acting on the Broadcast Bureau's appeal, had set aside the examiner's order on the ground it did not follow commission precedents. Commission rules now provide only for voluntary exchange of information between parties in advance of hearings.

But the commission, acting on an appeal by the station, reversed the review board, holding that examiners have considerable authority over the conduct of hearings. "We hold that the hearing examiner in the proceeding has the power to enter the order in issue here in his discretion," the commission said.

The decision, signed by Commissioner Lee Loevinger, was adopted by a 6 to 0 vote, with Commissioner Kenneth A. Cox writing a concurring opinion. Commissioner Nicholas Johnson was absent.

The opinion noted that "the trend of modern development in trials and hearings, both judicial and administra-

tive, is toward the early informal disclosure of all relevant evidence and information and away from the view of trials and hearings as a sport or game in which the skill and strategy of counsel may be determinative."

The opinion said that the precedents of the federal courts are not controlling so far as the commission is concerned but added that the "analogy of federal civil proceedings is helpful" and the experience of the federal courts, "instructive."

Can Limit Order ■ The opinion said that examiners can limit an order requiring disclosure if commission attorneys feel that the names of or identities of witnesses should be withheld "under the informer's privilege, or for other valid reasons."

And it also made clear the ruling was not a sweeping one. It does not, the opinion said, "constitute a holding that each party in every commission proceeding has a right to secure the names of witnesses of adverse parties in advance of a hearing, or that the names of witnesses should be exchanged in advance of hearing in all adjudicatory proceedings."

But the decision does constitute a ruling that examiners have the authority to require such an exchange if they feel it is "appropriate, will expedite the proceeding and conduce to the ends of justice."

Despite this effort to narrow the application of the decision, the commission action appeared to point to eventual FCC adoption of rules in a pending rulemaking providing for discovery procedures in commission hearings. The opinion, however, said the commission was not intending to anticipate the result of that proceeding.

Second Decision ■ The decision was the second in a year affecting the Broadcast Bureau's role in hearing cases. In an opinion in a comparative hearing case last July, the commission held that, as a matter of "basic fairness," the bureau and other parties bringing serious misconduct charges against appli-

cants must, in general, bear the burden of proof (BROADCASTING, July 19, 1965). Until then the burden was normally placed on the person accused.

The WEKY decision was also seen as commission support for the hearing examiners in their behind-the-scenes tug-of-war with the review board over the control of hearings. The examiners feel that hearings could be expedited if they had some of the authority now exercised by the board (BROADCASTING, April 18).

The commission said in the decision that although the board had "applied what it deemed to be controlling commission precedent in a situation such as this, we believe the new approach here followed by the hearing examiner to be the preferable one from the standpoint of more effective agency process.

"It is commendable," the opinion added, "for a hearing examiner to exercise firm control of the course and conduct of a proceeding and to adopt such innovations in procedures . . . adapted to achieve expedition of proceedings, the full disclosure of facts and the attainment of justice."

Commissioner Cox, in his concurring statement, said he thought the examiner was attempting to anticipate the commission's decision in the discovery-procedures rulemaking. He also expressed the view that change of policy "of this magnitude" should be made in normal rulemaking proceedings.

However, he said he did not think the requirement to exchange witness lists and evidence, "as qualified in the opinion," would cause any problems. Accordingly, he said, he would vote to support the examiner's order, "as modified."

Ground broken for new Charlotte UHF

Charlotte, N. C., will get its fourth commercial TV station around Nov. 15 when WCTU-TV takes to the air with visual power of 603 kw horizontal and 1 megawatt maximum. Groundbreaking for the \$1.5 million studio, transmitter and tower complex took place last week.

The station, owned by Charlotte Telecasters Inc., will have a 55 kw transmitter, four live-color cameras, two color-film chains, two color video-tape recorders and a color mobile unit. It has a construction permit for a tower 1,039 feet above ground, and has an application pending for a tower 1,400 feet above ground.

WCTU-TV's two-story studio-office

CATV a utility?

A bill proposing public service commission jurisdiction over CATV was introduced last week in the Maryland Legislative Council, an advisory group to the Maryland legislature. The proposal was recommended by Solomon Liss, chairman of Maryland's Public Service Commission.

building will have 12,000 square feet and two studios; 40 by 54 feet and 15 by 20 feet.

Principal owners of the station are: Harold W. Twissdale, Jerry W. Reece, George A. Jenkins, A. David Moore, Harold M. Edwards, Marshall M. Armstrong, David L. Steel Sr., and Bob M. Beaty.

NAB wants to be heard in AT&T inquiry

The National Association of Broadcasters is seeking to add its name to the already lengthy list of some 70 participants in the FCC's inquiry into AT&T rates.

The association said it would present "expert testimony" regarding determination of a proper rate base for program transmission services. It was understood NAB would have an economist prepare a study in this area.

In a petition for intervention, NAB told the commission that, although several broadcasters are already participants, there is now a need for an organization representing the entire broadcasting industry to get in the act. The need was not present before May 31, NAB said. On that date, AT&T testimony "contained statements directly referring to program transmission services and [it] indicated that rate adjustments would be necessary," NAB pointed out.

NAB noted that AT&T said a rate increase might be necessary for program transmission services that now cost the industry "upwards of \$40 million a year." These services, NAB added "were specifically singled out" by AT&T [and] . . . preliminary indications are that no other individual service will be viewed in such a manner by AT&T."

KNX's latest tower in use

KNX Los Angeles began transmitting from a second temporary tower last Monday (July 11) while technicians labored to complete a new permanent 500-foot tower to replace one sabotaged last September (BROADCASTING, Sept. 20, 1965).

The first temporary tower was razed to make room for the permanent tower, which will be operational in six weeks.

WILLIAM F. BUCKLEY, JR.

NEWS COMMENTARY

Starts September 12, 1966. Information and Low, Low Rates for Your Radio Market—Contact

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If you don't mind paying a little less next time you rent a car then call AIRWAYS—one of the nation's leading rent-a-car systems. With AIRWAYS you save money because you're not paying for high overhead airport facilities. There's really no convenience in having a counter at the airport because you're not saving time, so why pay for it?—Especially when one phone call will get you a brand new 1966 Chevrolet Impala or other fine cars. And AIRWAYS' lower rates always include gas, oil and insurance. So, if you don't mind paying a little less, call AIRWAYS. We'll probably arrive before your luggage.

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Standard Rate snatchers
Should all be dog catchers.
But if buyers you would snare
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selling by helping people buy

Another exclusive exposure opportunity for Service-Ads in **SRDS**
STANDARD RATE & DATA SERVICE, INC.

CATV appeals go to St. Louis

Key tests of FCC power to regulate all cables are moved from Washington

Three federal judges, far from Washington, may decide whether the FCC has the power to regulate CATV systems—and CATV forces are delighted.

The two principal legal attacks on the FCC's Second Report and Order were transferred by the District of Columbia Circuit Court of Appeals last week to the eighth circuit in St. Louis. The Washington tribunal said that since the St. Louis court already had heard argument on the commission's First Report and Order (dealing with CATV systems fed by microwave relays), it may as well hear the second phase of the case.

Normally, appeals from FCC actions are filed and heard in the Washington appeals court, which is felt to lean more favorably toward government positions. Other circuit courts, not as close to federal agencies and actions, are considered more objective.

Adding to the importance of the transfer of venue in the two cases is the fact that there are pending two other attacks on the FCC's CATV policies and regulations, and in the offing are several more. These, too, it is presumed, may be transferred to the St. Louis court.

The FCC asserted its jurisdiction over microwave-fed CATV's in 1965; it assumed authority over all CATV's early this year.

First Appeal ■ Shortly after the commission issued its First Report and Order (on microwave-served CATV's), Black Hills Video Inc., and its parent, Midwest Video Inc., Little Rock, Ark., appealed to the St. Louis court. The case was argued last fall, but no decision has been rendered.

When the FCC issued its second order last March, the same companies filed supplemental appeals, again in St. Louis.

At the same time, Midwest Television Inc., a broadcast group headed by August C. Meyer, appealed in the circuit court in Washington. Because of the conflict—two appeals from the commission's second report in two different federal courts—the St. Louis court sent the new Black Hills-Midwest Video appeal to the D. C. circuit since Midwest Television's was filed earlier by a

Wasilewski to testify

A House Small Business Subcommittee on regulatory and enforcement agencies has scheduled an appearance by Vincent Wasilewski, president of the National Association of Broadcasters for July 28.

The subcommittee, headed by Representative John D. Dingell (D-Mich.), in the past has held hearings on the effect of FCC filing paperwork demands on broadcast stations on proposed license extensions as a possible remedy. It is expected that Mr. Wasilewski also may testify on these subjects.

number of hours.

Last week, the D. C. court transferred everything back to St. Louis on the ground that since the sixth circuit court already had heard argument on the first report, it may as well consolidate the second report appeals with those of the first.

This is believed to indicate that a new hearing will be held in St. Louis on all the appeals.

Black Hills-Midwest Video attacked the FCC's first report on procedural grounds, principally that the commission failed to hold hearings before invoking its regulations for CATV fed by microwave relays. Their second appeal challenged the FCC's legal authority to impose rules on all CATV's, particularly those provisions relating to duplication protection and the top-100 markets principle.

Midwest Television, on the other hand, contended that the FCC was too soft on CATV; it charged that the regulations permit the entry of outside TV signals into its markets, constituting deprivation of property without due process of law.

More Appeals ■ At present there are two other appeals from the FCC's CATV regulations in the federal courts. One, by Buckeye Cablevision Inc., asks the D. C. appeals court to overturn an FCC order forbidding it to bring into Toledo, Ohio, the signals of WJIM-TV Lansing, Mich. This determination was made by the commission last May following a request for a waiver, filed by Buckeye, from the rule that prohibits without a hearing a CATV system in any of the top-100 markets from bringing into that community a TV signal from a distant station whose Grade B contour does not reach the CATV community.

Buckeye claims that although the top-

100 market rule became effective Feb. 15, the Second Report and Order wasn't issued officially until March 17. Buckeye says it began operating March 16, and thus comes under the "grandfather" clause in the rules. Buckeye is also challenging the commission's assumption of authority over all CATV's. This last leads to the assumption in some legal circles that the D. C. circuit court may send this case, also, to the St. Louis jurisdiction.

The only other CATV appeal now pending is one by Telerama Inc., Cleveland, against the FCC for its refusal to permit it to extend without a hearing its CATV operations into suburbs around Cleveland. Telerama, which is 49% owned by Scripps-Howard Broadcasting Co., asked the sixth circuit appeals court in Cleveland to reverse the commission on the ground that it was misapplying its own rules. Under the top-100 market rule, CATV systems after Feb. 15 must secure a waiver or go through a hearing when they want to extend their systems into new "geographical" areas. Telerama claimed that the extensions were part of a master plan in existence before the Feb. 15 cutoff date, and stems from existing pre-Feb. 15 operating systems.

Pending before the FCC are a score of petitions from CATV entities for reconsideration of the commission's Second Report and Order. Presumably, the FCC will deny these, and many of the petitioners will take an appeal to the D. C. circuit court. And, again presumably, the D. C. court will transfer these appeals to the St. Louis court—or hold them in abeyance until the eighth circuit hands down its ruling.

ARB to use radio-only diary for fall study

The use of a radio-only diary for its October-November radio survey is being announced today (July 18) by the American Research Bureau.

The announcement was made by Dr. Peter Langhoff, ARB president, who also affirmed ARB's plan to conduct a full, nationwide radio coverage study, using the new radio-only diary, in the summer of 1967. Since early 1965, ARB has used a multi-media diary to measure radio listening as well as respondents' reading of newspapers, magazines and watching TV.

In explaining the reasons for using a radio-only diary, Dr. Langhoff said that the move would permit ARB to measure various forms of radio listening—concentrated listening, listening with incidental activity, activity with incidental listening and incidental hearing. He also noted that the radio-only diary seems to come closest to the suggestions

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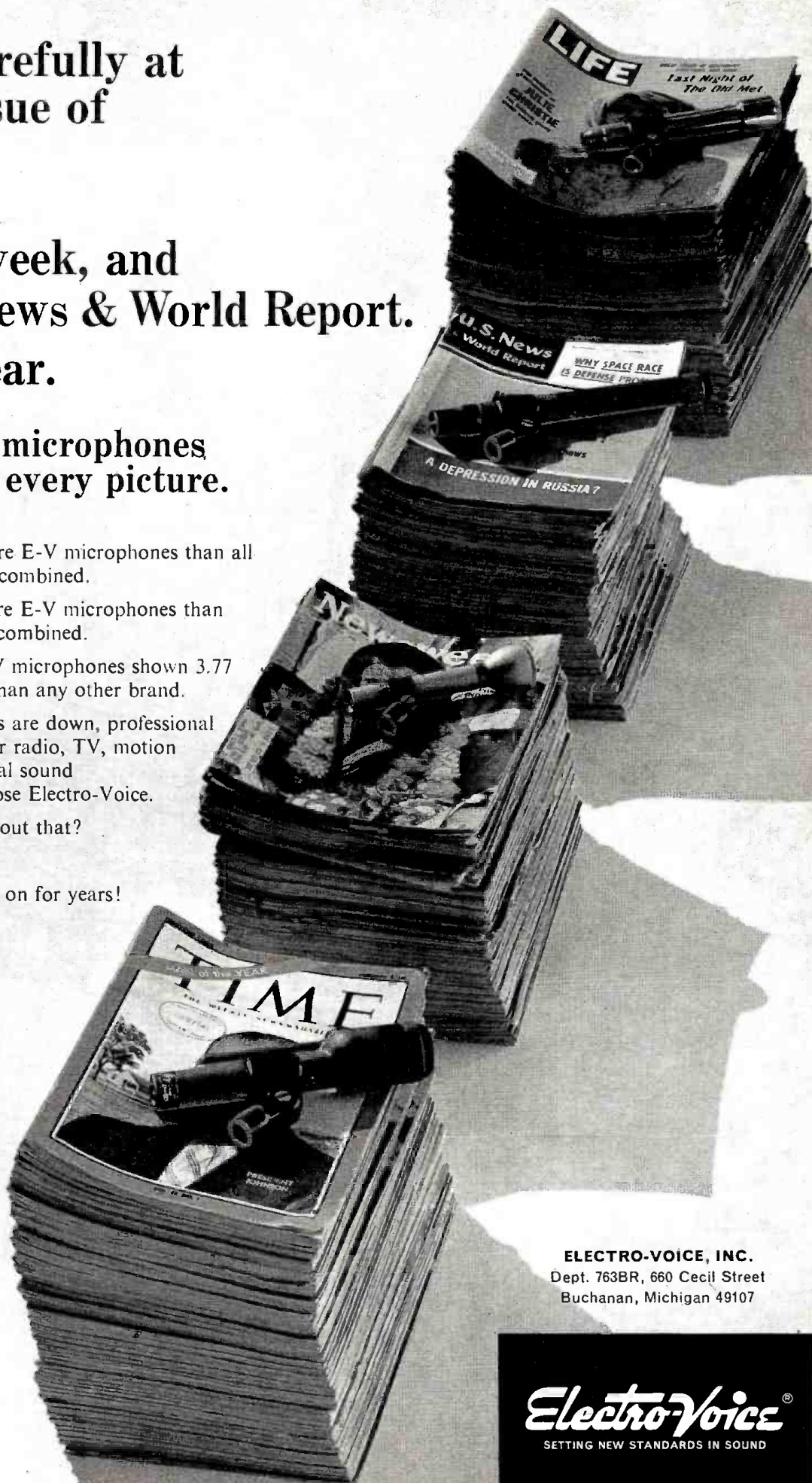
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Because the radio-only diary permits measurement of all four segments of listeners, including the up-to-now difficult incidental listening, it seems to be the best vehicle to measure radio's total advertising audience value, Dr. Langhoff observed. A second benefit, he noted, is that the radio-only diary appears to have a "decided" edge over the multi-media diary in determining share of audience produced station by station.

FCC approves 4 TV's 1 AM to Mid-America

The transfer of ownership of four television stations and one AM station, all located in the Midwest, was approved by the FCC last week—and brings a new group entity, principally a railroad operating company, into broadcasting.

Approved for sale to Mid-America Television Co. were KWOS and KRCG-TV Jefferson City and KMOS-TV Sedalia, both Missouri, and WEEK-TV Peoria and WEEQ-TV LaSalle, both Illinois.

Mid-America Television is owned by Kansas City Southern Industries

Inc. Kansas City Southern Industries, headed by W. N. Doremus III, bought the Jefferson City and Sedalia stations from William H. Weldon and wife for \$3,150,000 plus \$100,000 for agreement not to compete, and the Illinois TV stations from the estate of the late Senator Robert S. Kerr (D-Okla.) and oilman Dean McGee for \$3,088,650. The Kerr-McGee interests retain a 45% interest in KV00-TV Tulsa and a 20% interest in KOCO Enid, both Oklahoma.

Kansas City Industries owns and operates the Kansas City Southern and subsidiary railroads.

FCC Commissioner Robert T. Bartley dissented to the Jefferson City and Sedalia grants, urging a hearing. Commissioner Kenneth A. Cox abstained from voting on the Illinois transfers.

KWOS, founded in 1937, operates fulltime on 1240 kc with 1 kw days, 250 w nights. KRCG-TV, on channel 13, is affiliated with CBS and ABC. KMOS-TV, on channel 6, is a satellite of KRCG-TV. WEEK-TV went on the air in 1953, operates on channel 25 with an NBC-TV affiliation. WEEQ-TV, operating as a satellite of WEEK-TV, is on channel 35.

William A. Bates, former manager, WDAF-AM-FM-TV Kansas City, is general manager of Mid-America Television.

ARB to study Chicago FM radio

Plans for an extensive audience penetration study of FM radio in Chicago were announced last week by David G. Morse, vice president and media director of Earle Ludgin & Co. there. The study will be made by the American Research Bureau and will be completed in mid-August.

The study will be financed by seven Chicago FM stations: WDFH, WEFM, WFMF, WFMT, WKFM, WLS-FM and WSDM.

Mr. Morse said the original concept for the study was developed by the Ludgin media department. "Our agency first attempted to gather complete information on the FM market through questionnaires," he related, "and found that even more data would be desirable because of the importance of FM radio."

Ludgin was "gratified," he said, "to find that leading FM stations were very much interested in cooperating and sponsoring a study that would develop valuable data for media buyers covering the following areas: FM penetration, ownership, time spent with FM, weekly circulation and general demographics."

Alan Tessler of the Chicago office of ARB described the project as "the most comprehensive study of FM penetration and FM audience ever made in a single market in the U. S."

Mr. Morse said also that credit is due for the development of plans for the study to Mark Munn, manager of media and program analysis, Leo Burnett Co., and Roy Stewart, media director, Griswold & Eshleman.

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Changing hands

ANNOUNCED ■ The following station sales were reported last week subject to FCC approval:

■ WTIG Massillon, Ohio: Sold by Massillon Broadcasting Co. to Herbert Scott for \$300,000. Mr. Scott is president of Scott Broadcasting Co., licensee of WPAZ Pottstown, WKST New Castle, both Pennsylvania; WTTM-AM-FM Trenton, N. J.; WJWL Georgetown, Del., and an applicant for FM in Elwood City, Pa. WTIG, founded in 1957, operates on 990 kc with 250 w daytime.

■ KSID Sioux Falls, S. D.: Sold by Verl Thomas and associates to William F. Buckley Jr. and Peter Starr for \$200,000. Mr. Buckley is editor and publisher of *National Review*, which owns KOWH-AM-FM Omaha, but which is being transferred to Starr Broadcasting Group Inc.

(owned 66⅔% by Mr. Buckley; 33⅓% by Peter Starr). KISD, founded in 1948, operates fulltime on 1230 kc with 1 kw day, 250 w night.

▪ **WVTR** White River Junction, Vt.: Sold by Frederick M. Daley to Rex Marshall for \$145,000. Mr. Marshall is national radio-TV commercial announcer. WVTR operates daytime on 910 kc with 1 kw. Broker: Chapman Co.

▪ **KHOE** Truckee, Calif.: Sold by Robert Sherman to Eastern California Broadcasting Corp. for \$75,000. Mr. Sherman owns KAHK Honolulu. Eastern California Broadcasting is owned by Richard F. Van Wickle, Henry J. Geist, Robert L. Norton, Radford D. Leonard, A. H. Elsner, Muriel L. Tiers and Stanley E. Schwartz, and is applicant for AM station in Bishop, Calif. KHOE operates on 1400 kc with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

APPROVED ▪ *The following transfers of station interests were approved by the FCC last week* (For other commission activities see FOR THE RECORD, page 79).

▪ **KWOS**, KRCG-TV Jefferson City, and KMOS-TV Sedalia, both Missouri: Sold by Capital Broadcasting Co. to Mid-America Television Co. for \$3,150,000 (see page 66).

▪ **WEEK-TV** Peoria, and **WEEQ-TV** La-Salle, both Illinois: Sold by West Central Broadcasting Co. to Mid-American Television Co. for \$3,088,650 (see page 66).

Split within FCC on WLBT hearing

The FCC's Broadcast Bureau is in disagreement with its boss, the commission, over the order setting the license-renewal application of WLBT(TV) Jackson, Miss., for hearing.

The bureau said it was "constrained" to support the view that the commission had erred in placing the burden of proving the key charges against the station on those whose complaints had resulted in the hearing.

The commission had directed the Office of Communications of the United Church of Christ and three co-complainants to bear the burden on issues involving allegations that the station violated the commission's fairness doctrine and that it discriminated against Negroes in its programming.

The Broadcast Bureau is to bear the proof on an issue involving alleged lack

of good faith on the station's part with respect to programs dealing with the racial issue. WLBT is to bear the burden in connection with the final issue as to whether a renewal grant would be in the public interest.

The Office of Communications, civil rights leaders Aaron Henry and Robert L. T. Smith and the United Church of Christ of Tougaloo, Miss., however, told the commission last month that the station should shoulder the burden of proof on all the issues. The complainants' petitions had led to the U. S. Court of Appeals decision ordering the hearing.

The Broadcast Bureau whose function in hearing cases is to help develop a complete record, said the complainants' position squares with commission precedents in cases in which "the facts in issue are within the peculiar knowledge of the licensee." And the licensee is aware of the facts since they relate to the operation of the station and "concern alleged actions or omissions" regarding that operation, the bureau said.

Other Side ▪ WLBT, however, took a different view in a petition opposing the complainants' request for reconsideration of the hearing order. The station said the commission had correctly followed precedent and cited a

policy statement in which the commission had held that, in cases involving serious misconduct, the burden of proof will generally be placed on those making the charges. Furthermore, WLBT said, the facts in issue concern the station's programming—"its outward image"—and are "not matters 'peculiarly within [its] knowledge.'" The incidents that are objectionable to the complainants, WLBT said, "are best known to them."

The bureau and WLBT disagreed also on the complainants' request that the hearing examiner be allowed to consider evidence dating back to 1955. The commission had said that evidence should be admitted that "is not unduly remote in time."

The complainants noted that the commission opinion granting the one-year renewal dealt with facts from 1955. And the Broadcast Bureau said it was "constrained" to agree that the commission, in its hearing-designation order, did not intend to limit the scope of the inquiry to the station's last renewal period.

WLBT, however, noted that the commission has renewed the station's license three times since 1955 and said the hearing should not be used by the complainants "for the retrial of those determinations."

Both the bureau and WLBT, however,

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agreed the commission was right in permitting the introduction of evidence of the station's operations following the filing of the renewal application. The complainants had urged the commission to bar such information. But the bureau and WLBT said that the court did not prohibit such evidence.

CBS Radio signs Mexico City affiliate

CBS Radio last week reported it had signed XEVIP Mexico City for limited network service, starting Aug. 1, under a licensing arrangement. This type of CBS service is also extended to 12 other stations outside the continental U. S.

The network does not number these stations as part of its affiliated network.

CBS Radio also reported last week that KLAS Las Vegas will affiliate with the network effective Dec. 31, bringing the total number of affiliates to 242. KLAS, owned and operated by Arthur Powell Williams and managed by Sam Salerno, is a 24-hour facility on 1230 kc with 250 w. The independent station four and a-half years ago was a CBS affiliate under the former call of KLAS.

The XEVIP agreement is the first for CBS Radio in Latin America, according to Arthur Hull Hayes, CBS Radio president. XEVIP is operated by Radio Programas de Mexico S. A. on 1560 kc with 500 w. The station's format is English-language broadcast on a 24-hour basis. Last April its call letters were changed from XERMK. Station director and general manager is Clemente Serna Alvear, and station manager is D. Keith Larkin.

WMOZ to go off by July 31

The FCC last week rejected petitions submitted by WMOZ Inc. for a stay and reconsideration of an earlier decision that denied the license renewal application of WMOZ Mobile, Ala. WMOZ is 99% owned by Edwin H. Estes. The commission has ordered the station to conclude its affairs and leave the air by July 31.

The FCC originally denied WMOZ's application for a license renewal and revoked the license of WPFA Pensacola, Fla., also owned by Mr. Estes, in February 1964 on the grounds that the licensee falsified logs that he sent to the commission with his license-renewal application (BROADCASTING, Feb. 10, 1964). The FCC last May reaffirmed its earlier decision, but tempered its ruling by giving Mr. Estes 90 days to sell WPFA (BROADCASTING, May 16).

FCC sets hearing on KCTY's renewal bid

The license renewal application of A. C. Bigham, licensee of KCTY Salinas, Calif., has been designated for hearing to determine if FCC rules have been violated.

The commission requested the Broadcast Bureau to send a bill of particulars to the applicant. KCTY has allegedly been involved in unauthorized transfer of control, broadcast of a lottery, violation of the sponsorship-identification rules, falsification of logs and other misdemeanors. If it is determined during the hearing that KCTY's activities do not justify a denial of its license, the hearing examiner will recommend to the commission whether a fine up to \$10,000 should be imposed.

Technicians end WOKR(TV) strike

A four-week strike at WOKR(TV) Rochester, N. Y., ended July 11 with jurisdictional lines between management and technical employees holding relatively firm.

Engineers, cameramen and other technical employees walked off their jobs June 12 at the expiration of a two-year contract between the station and Local 22 of the National Association of Broadcast Employees and Technicians.

A principal union demand was that technicians assume film shooting functions handled by news reporters covering stories. The union also wanted jurisdiction over technical operations at remote broadcasts.

Under the settlement, management retains the option to assign either newsmen or technicians to film news events and retains its jurisdiction over remotes, a station spokesman said. Management agreed that technicians would perform some of the film editing previously done by news department producers.

The new three-year contract calls for an \$8-\$12 weekly salary increase over a period of two years. The 19 striking employees picketed during the strike, but the station's 40 other employees, all nonunion, reported for work.

The spokesman said supervisory personnel signed the station on the air at 3 p.m. instead of the usual daily 7:30 a.m. Advertising revenue loss was kept to a minimum by the retention of the nighttime network programs and the reassignment of most spot commercials to available time periods.

Media reports . . .

New communications firm ■ D. Thomas Miller, former ABC vice president,

has formed North American Television Associates, 39 West 55th Street, New York 10019. The new firm will syndicate feature films and TV shows, and handle such personalities as the King family.

Friendly book? ■ Fred W. Friendly, professor of journalism at Columbia University and former president of CBS News, has almost finished a book about the dozen years he spent in CBS News prior to his resignation last February. Titled *Due to Circumstances Beyond Our Control*, the book is set for publication by Random House, possibly in 1967.

Agency named ■ TV Cinema Sales Corp., Hollywood, has appointed Shaw & Roberts, Beverly Hills, to handle advertising and sales promotion. The newly formed film production and distribution company, which also has an office in New York, recently acquired TV syndication rights to more than 100 feature films. Agency principal Martin Roberts will be account supervisor.

Call-letter procedures modified by FCC

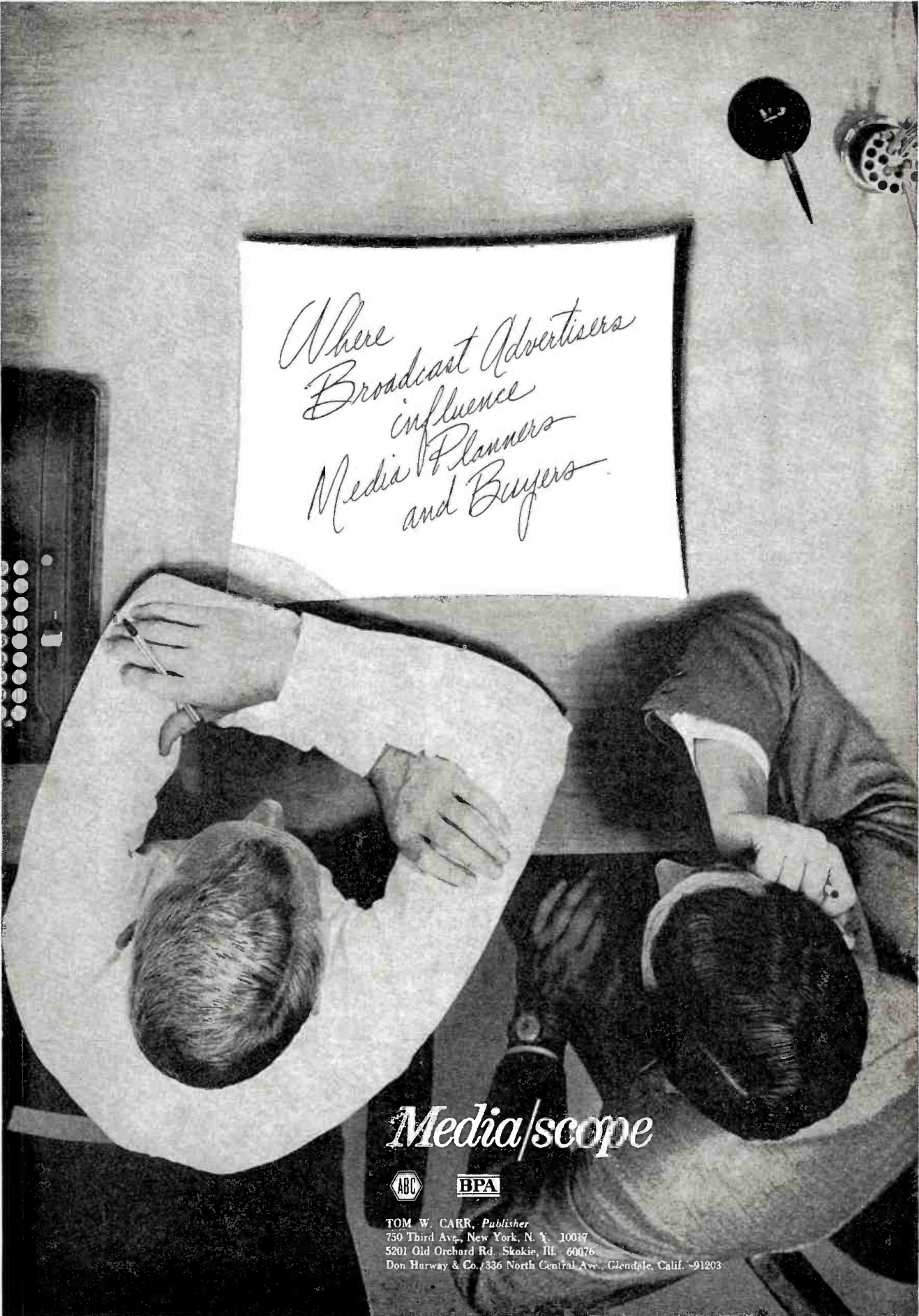
A section of FCC procedures was amended last week to simplify the rule that requires AM's, FM's and TV's requesting new or modified call letters to notify broadcast stations within a radius of 35 miles on or before the date the request is filed.

Under present practice stations wishing to have new or modified call signs mail a notice of their request to other broadcasters within the 35-mile radius. The revised ruling, effective July 22, will simplify notification procedures by allowing stations to send a copy of their request instead of a separate notice to interested broadcasters.

The rule change also requires that the request for new or modified call signs be sent to all stations that have construction permits within the 35-mile radius, since such stations may also have requested or received call letters.

Mullins lights up

Formation of Mullins Neon Co. as a separate electrical sign division of Mullins Broadcasting Co. has been announced. The firm specializes in neon and plastic signs, painted bulletins and spectacular displays. It continues the activities of the former Alden Sign Co., purchased by Mullins last year. Louis A. Zehner Jr. is manager of the Mullins Neon Co. Mullins Broadcasting owns KBTR and KBTV(TV) Denver and KARK-AM-FM-TV Little Rock, Ark., as well as Naegele Outdoor Advertising Co.



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Air Force calls the plays

This public-service show
doesn't beg for time
but picks its own slots

A public-service television campaign deliberately designed for commercial appeal is approaching the end of its first year's run with a record far ahead of expectations and is being polished up for its second, probably even bigger, season.

The campaign, using 45 five-minute films of decisive professional football plays under the title *The Big Play*, was placed for the U. S. Air Force by MacManus, John & Adams, New York, which calls it a "public-service breakthrough" because it achieved priority time periods on most of the 125 stations carrying it.

The problem with most public-service campaigns is that stations taking the unsponsored programs or announcements often tend to run them in low-audience hours.

MacManus, John & Adams solved the problem by coming up with a program that it felt would command sizeable audiences of young men, so that adjacencies would be saleable to gasoline, tire and other advertisers trying to reach young men. Then, in offering the program to stations, the agency suggested the general time periods it preferred and indicated that in each market the station that came up with the best period would get first crack.

Its preferences were in the Monday-through-Friday early-evening or late-evening news-sports-weather strips, ad-

jacencies to weekend sports programming, or other periods of special male interest. In most cases it got what it wanted, the majority of stations scheduling the program around Saturday or Sunday sports.

A First? "So far as we can determine," according to Rollo Hunter, MacManus vice president and director of broadcast, "this is the first time that any public service has been able to select telecast times for its own programming as commercial advertisers do. The seekers of public-service time historically have been supplicants. They ask. They don't pick and choose. Yet picking and choosing are exactly what we've been doing with this series."

The program concept was originally designed for commercial sponsorship, but MacManus officials with the support of Air Force officers negotiated separately with the National Football League, whose games are involved, and Tel Ra Productions, which filmed the games. They finally got permission to use the footage without charge, plus an option to use it for three more years.

The programs show the decisive plays in 45 NFL games that were won in the last three minutes—and by seven points or less. At the point where the critical play is about to be called, action is stopped and the viewer is given a chance to do his own quarterbacking before the actual game-winning performance is shown. There is also, of course, a one-minute recruitment commercial for the Air Force.

The first of the 125 stations carrying the series started showing it last Dec. 31, and it is expected that all of them will complete the showings by the time the football season opens this fall. By then, MacManus and Air Force authorities hope to have another and bigger series—the current 45 programs plus 20 new ones—ready to start the second season.

As far back as April they figured

that *The Big Play* was already a success and they've added 17 stations since then (but have now stopped adding, so that the current series can complete its run by fall). They've also collected an impressive catalogue of station compliments and some equally impressive statistics.

According to MacManus's estimates, the 125 *Big Play* stations cover 48,228,700 homes or 89.7% of all U. S. TV homes, and in rate-card terms the Air Force is getting \$41,780 in value for each program exposure, or \$1,880,100 for the entire 45 programs.

Bill Cunningham, MacManus vice president and account supervisor, is supervisor on the Air Force account. He and other MJ&A executives work closely with Lieutenant Colonel Charles Franks, of the Secretary of the Air Force Office of Information, New York, in planning and administering the campaign.

NH&S produces new safety campaign

A safe-driving campaign including color TV and radio spots has been prepared by Needham, Harper & Steers for the National Safety Council and for distribution by the Advertising Council. The theme will concentrate on defensive driving and "Watch out for the other guy."

NH&S is volunteer agency in the effort. The TV commercials are available in minute, 30-second, 20-second and 10-second versions, both color and black-and-white. The radio spots are minutes, 30's and 20's.

The Advertising Council said the 1965 campaign was one of the most extensively used public-service drives. It received the equivalent of over \$40 million in all-media exposures, including at least three billion home TV impressions and on network radio alone over 98 million impressions.

Best farm film

Foster Mullenax, radio-TV specialist, West Virginia farm extension service, was given an award for the best TV farm film of the year at the 50th anniversary convention of the American Association of Agricultural College Editors, meeting last week at the University of Georgia, Athens.

Other principal awards went to Lauren K. Soth, *Des Moines Register and Tribune*, and Edwin O. Haroldson, Iowa State University. Principal speaker was Stephen Smoke, Communications Satellite Corp.

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Chartered jets save CBS-TV junket

Two nine-passenger Falcon jet airplanes saved the plans of the CBS-TV press department from going awry last weekend. The strike of machinists against five major commercial airlines caught the network with its stars down. The stars of CBS-TV's new-season shows, 30 performers in all, were to participate in a press-promotion campaign in Chicago and Washington. Logistics called for the stars to be interviewed in one city on Saturday (July 9) and in the other on Sunday (July 10). But the airline strike, scrambling passenger reservations, threatened to wipe out both junkets.

That's when the press department's ingenuity and cash reserve were brought into play. The two jets were flown in from their base in Columbus, Ohio and chartered for a flat fee of \$5,000. Flying two round trips each between Washington and Chicago saved the day. There was at least one strike victim. Sebastian Cabot, co-star of the *A Family Affair* series, was stranded in Seattle and never made the junket.



Birthday cruise

The separate programing sales success of WLS-FM Chicago called for a first-year anniversary cruise on Lake Michigan last week for midwest agencies and clients. L to r: Harvey Wittenberg, WLS-FM station manager; Al Till, Leo Burnett Co., and Virginia Russett, Post-Keyes-Gardner. WLS-FM stereo format features sports and music.

Trio campaign against child molesters

An unlikely triumvirate of interests—a radio station, a law enforcement agency and a toy manufacturer—have linked up to alert Southern California youngsters and their parents to the menace of child molesters. The key to the campaign is a coloring contest being run by KLAC Los Angeles. Beginning last week the Metromedia Inc.-owned radio station has been promoting the contest with half-page ads in five Los Angeles-area newspapers. The ads feature a coloring sketch prepared by the Federal Bureau of Investigation. Children of elementary school age are invited to color the picture and memorize FBI safety rules published in conjunction with the sketch.

Mattel Inc., Hawthorne, Calif., one of the nation's leading toy-makers, is supplying 100 of its products as prizes in the contest. KLAC also is directing its listeners to the newspaper ads with a heavy on-the-air schedule of spot announcements. The public-service campaign is scheduled to run for two weeks.

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WCHS 'censure' meant as general warning

FCC CALLS 'LUCKY BUCKS' CONTEST MISLEADING

The FCC last week publicly reprimanded a West Virginia radio station for its handling of a "Lucky Bucks" contest—and in the process warned all broadcasters to guard against false or misleading advertising.

The commission made public a letter in which it told WCHS Charleston, that it had fallen short of its responsibility regarding such broadcasting in its promotion of a "Lucky Bucks" contest last summer.

The commission noted that the station announcements said that more than \$6,000 could be won each week. Winners were those with dollar bills with serial numbers matching those announced by the station. But the total amount won during the nine weeks of the contest, the commission said, was \$270.

The station had told the commission that the advertising was not false if there was a possibility, however remote, that \$6,000 could be won. But the commission said its investigation revealed that, "because of the manipulation of the odds by the contest syndicator through a system of adjusting the number of digits to be read off the air, it was virtually impossible to win more than a small predetermined fraction of of the prize total offered each week."

Should Have Known ■ The commission also said that station paid the syndicator, Azrael Productions, of Baltimore, "only \$49.50 per week for all rights to the contest plus the syndicator's promise to pay all prizes," and was "aware of the methods by which the syndicator effectively controlled the amount of prize money to be paid."

Accordingly, the commission said, "the licensee should have known that offers of \$6,000 per week in prize money were false, misleading or deceptive."

The commission also said the station had misled listeners in implying that those who traded dollar bills with the

program's sponsor might receive a "lucky buck" which "can be worth up to \$500 if it's a lucky buck." The commission said that its investigation revealed that serial numbers which might have won the prize were not distributed in the station's area.

The commission said it was placing the letter in the station's file as evidence of "disapproval and censure of your actions."

Commission officials indicated that the FCC would probably have taken sterner action but for the realization that many stations have engaged in similar practices and the belief that some are still doing it. In its letter, the commission said it was reminding "all licensees of their duty to protect the public from false, misleading or deceptive advertising," regardless of whether such advertising is sponsored or is broadcast as a station promotion.

Agency PR men form USIA task force

A group of advertising agency public relations practitioners will work on special projects as a task force for the United States Information Agency.

The task force concept came about as the result of a challenge by Leonard Marks, USIA's director, who spoke at a monthly meeting of the PR Roundtable, an organization in New York that has membership of public relations executives from major advertising agencies.

Mr. Marks challenged the group at its April meeting to do "something" about America's image and not just talk about it. According to the group, specific assignments are being developed. In this task force are Roy J.

Baxter, vice president and director of public relations, J. Walter Thompson Co.; Jean Boutyette, associate director of public relations, Foote, Cone & Belding; Liles Grizzard, director of public relations, Sullivan, Stauffer, Colwell & Bayles; Ned McDavid, manager of public relations, Leo Burnett; Jack Mulligan, Young & Rubicam; I. C. Roll, president, Henderson & Roll; Richard Stephens, senior vice president and director of public relations, Kastor, Foote & Atherton, and George C. Whipple Jr., vice president and director of public relations, Benton & Bowles, and president of the Roundtable. Mr. Roll is task force chairman.

TVAR 'zig-zags' to San Francisco

Television Advertising Representatives Inc.'s "Zig-Zag" market study, which is being presented to advertisers and agencies in major cities across the nation, played San Francisco last week in a four-hour program that was co-sponsored by KPIX(TV), the Westinghouse Broadcasting-owned station in the market. Billed as the KPIX/TVAR advertising conference, the meeting was held at the Mark Hopkins hotel and was attended by 142 San Francisco advertisers and agency executives.

Irv Cotanch, vice president and sales director of United Vintners Inc., distributor of a diversified group of wines, delivered the keynote speech, "Bacchus in Orbit." The talk dealt with the intricacies of wine marketing and outlined how it differs from the general category of consumer package goods.

Motivational research authority, Dr. Ernest Dichter, speaking on "Tomorrow's Thinking for Today's World," spelled out new concepts in ways of communicating ideas. Mr. Dichter is president of the Institute of Motivational Research.

TVAR executives Robert M. Hoffman and William Condon gave the "Zig-Zag" study, which charts "the unpredictable course of network television." Key point made by the marketing research is that "the vast majority of advertisers who rely primarily or exclusively on the networks fail to get sufficient coverage in the top 20 TV markets, where half the 54 million television homes in the nation are located." In all, an analysis of the individual market impression of 652 products and services advertised on the networks was included in the presentation given by Mr. Hoffman, vice president of marketing and research of TVAR, and Mr. Condon, general sales manager.



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Jerrold Corp. sets meeting

Jerrold Corp. stockholders will meet Sept. 19 in Philadelphia for the postponed stockholders meeting with a good financial report and cheerful predictions for the next year from its president and newly chosen chief executive officer, Robert H. Beisswenger.

Mr. Beisswenger was chosen chief executive officer at last week's board meeting, at which time three new members were named to the board: Howard Butcher III, W. W. Keen Butcher and Philip Zinman. The Messrs. Butcher are partners in the Philadelphia investment banking firm of Butcher & Sherrerd, one of the principals in the group buying out Milton J. and Mrs. Shapp (BROADCASTING, June 27). Mr. Zinman is chairman of Allied Mortgage Co. Other board members: Mr. Beisswenger, Simon Pomerantz, Jerrold treasurer; Dalck Feith, Dalco Manufacturing Co., and Wentworth P. Johnson, Fidelity-Philadelphia Trust Co.

The Jerrold meeting originally was scheduled to be held late in June; it was postponed because of conflict with the annual convention of the National Community Television Association (BROADCASTING, July 4).

Mr. Beisswenger, who has been president and chief operating officer of the company since early this year, reported to shareholders that Jerrold sales and profits for the fiscal year ended Feb. 28 reached the highest levels in the company's history. Sales of CATV equipment and construction services, residential and master antenna systems were the largest contributors to the volume increase, he noted.

Jerrold's share of CATV subscribers in cable systems in which it holds interests rose from 13,631 in the previous fiscal year to 30,795, Mr. Beisswenger said. Jerrold owns 90% of the Harrisburg, Pa., cable system, which now has 15,500 subscribers. It also owns 50% of CATV systems in Ottawa-Marseilles, Pontiac, and Streator (all Illinois), Logansport (Ind.), Melbourne-Eau Gallie and Ormond Beach (both Florida); 33 1/3% of Lafayette and West Lafayette (both Indiana),

Covington and Clifton Forge (both Virginia), and 25% of Tupelo, Laurel, West Point and Okolona (all Mississippi).

Including the Harrisburg system, the total number of subscribers totals 55,325.

Mr. Beisswenger remains bullish on the future of CATV. In his stockholders' message, he said:

"It is clear from the extremely rapid expansion of CATV that the public wants and needs cable television service as quickly as it can be made available. The rapid acceleration of color-receiver sales makes the need for this service even more acute. Expansion and growth of CATV is, in our opinion, inevitable, notwithstanding government intervention in this field."

For the year ended Feb. 28, Jerrold's net sales reached \$34,632,724 and its net income \$3,736,349 or \$1.75 a share (BROADCASTING, May 16).

LIN gets Medallion films for stock

The outright purchase of more than 200 feature films and 175 cartoons of Medallion Pictures Corp. by LIN Broadcasting Corp. was announced last week. The price was said to be in excess of \$3 million and involves the issuance of 250,000 shares of LIN stock to Medallion.

The transaction is subject to the approval of Medallion shareholders.

LIN Broadcasting, a diversified communications company headed by Frederick Gregg Jr., president, owns WAND (TV) Decatur, Ill.; operates four radio stations (WMAK Nashville; WAKY Louisville, Ky.; KEEL Shreveport, La. and KAAV Little Rock, Ark.) and 12 CATV systems serving approximately 10,000 subscribers in seven states.

Medallion is a leading syndicator of "action" feature films to TV. M. William Grossman is executive vice president of Medallion. Mr. Grossman said Medallion plans to retain the LIN stock as an investment. Medallion had sales of about \$3.5 million last year, with net income after taxes of over \$300,000 (50 cents a share). Mr. Gregg said that LIN plans to engage in co-production and in acquisition of motion pictures with Medallion. LIN also intends to set up a separate division of the company to develop an expanded programming service to other TV stations, using the product obtained from Medallion as a base for a syndication operation.

LIN went public four months ago. Its stock is traded over the counter and has been selling at 11 1/2 to 12.

WILLIAM F. BUCKLEY, JR.

NEWS COMMENTARY

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ITC gross jumps 300% in fiscal year

Independent Television Corp. reported last week that gross sales for the fiscal year ended April 30 amounted to more than \$12 million, said to be a 300% increase over the previous year.

Abe Mandell, ITC president, said profits were "better than five times that of 1964-65." The profits were not disclosed by ITC, a wholly owned subsidiary of Associated Television Ltd., London.

ITC referred to its "impressive breakthrough" during 1965-66 on all three TV networks, pointing to *Secret Agent* on CBS-TV and *The Baron* on ABC-TV, and the one-hour *The Saint* series, which has been acquired by NBC-TV. Mr. Mandell added that the *London Palladium Show* is running this summer on NBC-TV and ABC-TV has bought *McGill* series for later scheduling.

Mr. Mandell said all sales divisions of ITC (network, syndication and international) made "substantial contributions" to the record figures. In international sales, Canada alone contributed \$1,670,000 in revenue, he noted. In domestic syndication, *Secret Agent*,

which is coming off CBS-TV this summer, has been sold in 33 markets for a fall starting date.

General Tire earnings up 24% in first half

General Tire & Rubber Co., Akron, Ohio, has registered gains in both net sales and net earnings for the first six months of 1966. Consolidated net sales were up 5.8% while estimated net earnings showed a gain of 24.3%.

The principal contributors to this record, according to T. F. O'Neil, chairman, and M. G. O'Neil, president, were RKO General Inc. (which owns six TV and eight radio stations), the tire division and the chemical plastics division. Aerojet-General's earnings were about the same as those in the first half of 1965.

For the six months ended May 31:

	1966	1965
Earnings per share	\$1.38	\$1.11
Net sales	466,003,526	440,353,000
Net income for RKO General and its subsidiaries for six months ended		
March 31	4,741,725	3,677,105
Income	23,722,000	19,219,000

Filmways 9-month net doubles '65

Filmways Inc. reported last week that net income after taxes for the nine-month period ended May 31 was double that of the comparable period in the previous year.

Lee Moselle, president, said Filmways will have at least six series on the TV networks during the 1966-67 season and noted that *The Beverly Hillbillies* will have both prime-time and daytime exposure on CBS-TV starting in the fall.

For the nine months ended May 31:

	1966	1965
Earnings per share*	\$1.07	\$0.56
Gross revenues	24,527,163	21,964,891
Net income	694,000	356,000
Shares outstanding*	696,317	668,752

* The shares outstanding May 31, 1965 have been restated to reflect the 2% stock dividend paid in June 1965 but shares outstanding at May 31, 1966 and May 31, 1965 do not reflect the 2% stock dividend paid June 30, 1966 to shareholders of record on June 10, 1966.

Financial notes . . .

■ Chirug & Cairns Inc., New York, has declared a quarterly dividend of 15 cents a share payable Sept. 1 to stockholders of record Aug. 15.

■ Storer Broadcasting Co., Miami Beach, has declared a regular quarterly dividend of 25 cents per share on common stock, payable Sept. 9 to stockholders of record Aug. 26. It also declared a quarterly dividend of 12½ cents per share on its class B stock.

■ John Blair & Co., publicly owned

station representation firm, has declared a 20-cent dividend on common stock, payable Aug. 15 to stockholders of record on July 15.

■ Republic Corp., Los Angeles, film processing laboratory, last week declared the regular quarterly dividend of 25 cents per share on preferred stock, payable Oct. 1 to stockholders of record Sept. 15.

Taft earnings up 17.5% in first quarter

Taft Broadcasting Co.'s net earnings for the first quarter ended June 30 of its fiscal year were up 17.5%, stockholders were told last week at the company's annual shareholders meeting.

Also announced was a new quarterly dividend of 15 cents a share, payable Sept. 14 to stockholders of record Aug. 15. This boosts the annual rate from 50 cents to 60 cents a share.

Newly elected to the board was John L. McClay, executive vice president of the company. He succeeds Robert Taft Jr., who is Republican candidate for Congress.

Three months ended June 30:

	1966	1965
Earnings per share	\$0.56	\$0.48
Net revenues	7,477,182	7,052,208
Net earnings	1,855,954	1,580,079

Plough income up 41% in first half

Plough Inc., Memphis, has reported record sales, income, and earnings per share for the first six months of 1966. Sales increased 14% and estimated net income was up 41% over the first half of 1965.

Abe Plough, president, noted a particular improvement in sales and earnings from export sales, from the firm's household products subsidiary, and from Plough Broadcasting Co. He said he thought 1966 would be a record year for the company in sales and earnings, and indicated that a dividend increase seemed likely when the company's directors meet next month. Plough has increased its dividend for the last 11 years.

Plough stations are WMPS-AM-FM Memphis, WJJD-AM-FM Chicago, WCOP-AM-FM Boston, WCAO-AM-FM Baltimore.

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and WPLO-AM-FM Atlanta.

For the six months ended June 30:

	1966	1965
Earnings per share	\$1.61	\$1.15
Net sales	41,500,000	36,400,000
Income before taxes	8,200,000	5,800,000
Net income	4,500,000	3,200,000
Shares outstanding	2,794,674	2,774,071

Capital Cities earnings up 27% on 10% sales hike

Capital Cities Broadcasting, group station operator, reports first-half earnings up 27% on a revenue gain of approximately 10%.

Board Chairman Frank M. Smith, announcing the half-year results, said current orders for the third quarter "seem to indicate a continuation of the favorable trend."

Results for Los Angeles properties KPOL-AM-FM, being acquired by Capital Cities subject to FCC approval, are not included in operating figures for the first half.

Six months ended June 30:

	1966	1965
Earnings per share	\$0.94	\$0.74
Broadcasting income	14,903,419	13,463,838
Operating profit	5,892,832	4,922,738
Net income	2,592,544	2,034,950

Gross Telecasting up 8% in first half

Gross Telecasting Inc. owner of WJIM-AM-FM-TV Lansing, Mich., has reported an 8% increase in earnings for the first six months of 1966.

The company's directors have declared a regular quarterly dividend of 40 cents a share on common stock and

7½ cents a share on class B stock, payable Aug. 10 to stockholders of record July 25.

For the six months ended June 30:

	1966	1965
Earnings per share	\$1.11	\$1.03
Revenue	1,505,699	1,426,490
Earnings	443,433	411,572

ITT announces dividends

ITT has declared eight quarterly dividends on outstanding shares of cumulative preferred stock from June 1 to August 31, payable on August 31 to stockholders of record July 22. On dividends in series 5.25% and 5.25% B, \$1.3125 each will be paid; and in series 4% convertible and 4% convertible B, C, D, E, F, A \$1.00 each will be paid.

MGM net up 52% in nine-month period

MGM issued a nine-month statement last week showing earnings per share 52% ahead of those for the same period last year.

For the third quarter per-share earnings, at 41½ cents, slightly more than tripled those of the previous third quarter.

Forty weeks ended June 9:

	1966	1965
Earnings per share	\$1.35	\$0.85½
Revenues	138,003,000	122,922,000
Net profit	6,798,000	4,280,000
Shares outstanding	5,042,859	5,012,059*

* Adjusted to reflect two-for-one stock split.

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BROADCAST ADVERTISING

Richard Quigley, VP in charge of Blair Television's St. Louis office, resigns. No future plans announced. J. Taggart Simler, with Blair Television, Chicago, appointed manager in St. Louis. Daniel Follis, account executive with WJR Detroit, appointed account executive at Blair Radio, that city.

Maurice E. (Doc) Fidler, director of regional sales at Radio Advertising

Bureau, New York, appointed director of sales.



John B. Stack, formerly VP-general manager, Erwin Wasey Inc., Philadelphia, joins Knox Reeves Advertising, Minneapolis as administrative VP.

Mr. Stack, marketing VP of household products division of Lever Brothers Co., New York, named trade development VP. Robert E. Anderson, merchandising manager in household products division, succeeds Mr. Baiter.

Ramon Bimonte, Edwin Corley, John Doern and Alan Goldman, copy group heads at Compton Advertising, New York, elected VP's. Jack Kelk,

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casting director at Compton, New York, named supervisor of casting department.

Dick Stern, independent marketing and advertising consultant in New York, joins Al Paul Lefton Co. there as VP and account supervisor.



Mr. Viverito

Joseph A. Viverito, creative supervisor of Geyer, Morey, Ballard, New York, elected VP.

Charles W. Tennant, **R. Beverley Corbin**, **Matthew Harlib**, associate creative supervisors, and **Alfred Tennyson**, broadcast business manager, with J. Walter Thompson Co., New York, elected VP's.

Ira Madris, associate creative director of The Fletcher Richards Co., New York, named VP.



Mrs. Ziff



Mr. Remson

Ruth Ziff, director of market research, and **Alfred Remson**, associate director of information management, with Benton & Bowles, New York, elected VP's.

Cornelius Braren, account executive at D'Arcy Advertising Co., New York, elected VP.

Anne L. Martyn, product and advertising manager of Aerosol Corp. of America, Wellesley Hills, Mass., elected VP-marketing.



Mr. Mogel



Mr. Pace

Ron Mogel, associate creative director, BBDO, New York, and **Julian Pace**, associate creative director in charge of copy at BBDO, Chicago, named VP's.

James P. Hensley, formerly VP and general manager of KGMS Sacramento, Calif., named VP in charge of sales at KCKC San Bernardino, Calif.

William R. Barnes, former VP and general manager, Pepsi-Cola Metropolitan Bottling Co. Inc., Michigan division, appointed VP-marketing, New York. He succeeds **Reginald H. Coe**,

Named to NAB committee

Members of two committees were announced last week by Vincent Wasilewski, president of National Association of Broadcasters.

Membership committee: Richard D. Dudley, WSAU Wausau, Wis., and Joseph S. Sinclair, Outlet Co. stations, Providence, R. I., co-chairmen; Otto P. Brandt, KING-TV Seattle; Marianne B. Campbell, WJEH Gallipolis, Ohio; Everett L. Dillard, WASH-(FM) Washington; Arch L. Madsen, KSL-TV Salt Lake City; David H. Morris, KNUZ Houston; Raymond A. Plank, WKLA Ludington, Mich.; Charles C. Smith, WDEC Americus, Ga.; Donald A. Thurston, WMNB North Adams, Mass., and J. S. Younts, WEEB Southern Pines, N. C.

Public Relations committee: Frank Gaither, WSB Atlanta, chairman; Roger W. Clipp, WFIL-TV Philadelphia; Simon Goldman, WJTN Jamestown, N. Y.; Kenneth Harwood, KUSC-FM Los Angeles; J. R. Livesay, WLBH Mattoon, Ill.; Arch L. Madsen, KSL-TV Salt Lake City; Al Ross, KGEK Sterling, Colo., and Hugh Turner, KTIM San Rafael, Calif.

who has been appointed to Michigan post.

Donald E. Hamel, kwk St. Louis, named second VP of Advertising Club of Greater St. Louis.

John C. Giebel, assistant media director and media supervisor with Needham, Harper & Steers, New York, appointed manager, sales development and administration for NBC Radio, that city. **Stephen John van Ophuijsen**, research account executive with Home Testing Institute/TvQ, Manhasset, N. Y., named coordinator, sales development for NBC Radio, New York.

Bruce Hirsch, formerly associate media director for Lennen & Newell, New York, joins Needham, Harper & Steers there as associate media director in charge of planning. **Malcolm W. Edmunds**, formerly director of radio-TV at BBDO, Chicago, joins NH&S there as producer.

Sanford Gasman, account executive for Peters, Griffin, Woodward, New York, joins sales staff of The Katz Agency, that city. **Alan A. Ragland**, Midwest sales manager for Continental Broadcasting, Chicago, joins sales staff of Katz, that city. **Edward R. Boyd**, manager, western division station relations for Mutual Broadcasting System,

joins Katz in Los Angeles. **William J. Kaletta**, with Katz, St. Louis, joins firm's New York office.

William Rogers McCall, formerly advisor to Vietnamese Rangers and instructor at Fort Benning, Ga., joins account service staff of Dora-Clayton Agency, Atlanta.

John H. Candioto, formerly with WGAL-TV Lancaster, Pa., appointed general sales manager, WTEV(TV) New Bedford, Mass. He succeeds **Mann Reed**, who becomes regional sales manager.

Lorraine Chanin, with Foote, Cone & Belding, New York, named group manager in charge of creative research. **Gordon L. Daly**, broadcast film supervisor for NBC-TV, joins FC&B, Los Angeles, as program supervisor.



Mr. Overholser

Charles E. Overholser Jr., VP at Young & Rubicam, New York, named director of research. **William T. Moran**, VP and former director of research at Y&R, New York, assumes new post as corporate executive. **J. Eugene Hart Jr.**, VP at Y&R, New York, named director of marketing.

William Clark, manager of KING Seattle, joins KABL Oakland, Calif., as national sales manager.

Michael A. Nichter, former national account executive, WVNJ Newark, N. J., appointed director of national sales.



Mr. Weilbacher

William M. Weilbacher, senior VP for broadcast, media, and research for LaRoche, McCaffrey and McCall, New York, joins McCann-Erickson's Center for Advanced Practice, that city, as executive director. **Thomas W. Eicher**, formerly sports information director at University of Cincinnati, joins M-E, Detroit, as director of advertising account for Opel Kadett cars.

John Morris, account executive with WHWH Princeton, N. J., named local sales manager.

William Mandel, art director at WPIX(TV) New York, named manager of graphic arts for WCBS-TV, that city.

George E. Browne Jr., formerly sales manager of C. B. Van Vorst Co., Los Angeles, named western regional sales manager for Sealy Inc., that city.

Edward C. Carlson, with WVUE(TV) New Orleans, appointed local sales manager.

Hank Newbauer, account executive

with Cunningham & Walsh, New York, appointed account supervisor.

Eugene Judd, with Helitzer, Waring & Wayne, New York, joins Doyle Dane Bernbach there as account supervisor.

Arne Lewis, art director of corporate design and news with CBS, New York, joins Ketchum, MacLeod & Grove there as art supervisor.

Tim McClintock, media director for Dancer-Fitzgerald-Sample Inc., Los Angeles, joins Erwin Wasey Inc., that city, as media supervisor.

Robin A. K. Smith Jr., formerly media buyer and copywriter at D'Arcy Advertising, St. Louis, joins Gardner Advertising there as part of account service team on Ralston Purina.

John Temple-Raston, director of advertising and sales promotion for European region of Goodyear International, New York, joins Fuller & Smith & Ross there as account executive.

Pat Cooney, account executive for KCOP(TV) Los Angeles, and **Art Doty**, head of his own investment and development company, appointed account executives for KHJ-TV Los Angeles.

Lynn Fairbanks, account executive with WPTV(TV) West Palm Beach, Fla., appointed account executive for WHDH-TV Boston. **James Shannon**, account executive for KDKA-AM-FM Pittsburgh, named assistant to sales manager of WHDH-TV. **James Canto**, account executive at WICE Providence, R. I., appointed assistant to radio sales manager of WHDH-AM-FM.

Arthur Thomas Plant, formerly with D'Arcy Advertising Co., Chicago, joins Stone Representatives, that city, as account executive.

Jack R. Tischler, account executive at Campbell-Ewald Co., Detroit, named account executive in Detroit office of CBS Radio.

Ed Milarsky, formerly with *Cue* magazine, New York, joins WPAT-AM-FM Paterson, N. J., as account executive.

Donald R. Adlam, formerly with WINS New York, and KDKA-AM-FM Pittsburgh, joins WAVY Portsmouth, Va., as account executive.

Robert L. Metz, account executive with KMTV(TV) Omaha, appointed to sales staff of WOW-TV, that city.

MEDIA

Sterling Beeson, sales manager of WWIL-AM-FM Fort Lauderdale, Fla., elected VP and station manager.

Lyle C. Motley, executive VP of WMNA-AM-FM Gretna, Va., named president and general manager.

Albin Malin, Laconia, N. H., and

Marcus Bartlett, Cox Cablevision Corp., named to executive committee of National Community Television Association. NCTA executive committee consists of five officers and Messrs. Malin and Bartlett, representing NCTA board of directors. **Glenn Flinn**, Tyler, Tex., named chairman of legislative committee of NCTA. Other new members: **Joel Smith**, Jerrold Electronics; **Walter Jenkins**, Eagle Pass, Tex.; **Frank Cooper**, Jerrold Electronics; **Arlo Wolery**, Ameco Inc.; **Robert McGeehan**, Entron Inc., and **James Palmer**, State College, Pa.

Jack Harper, manager of Holsum Bakery, Carlsbad, N. M., named manager of Carlsbad Cablevision Inc., that city.

William J. Mathews Jr., sales manager for WGHQ-AM-FM Kingston, N. Y., appointed general manager.

Paul A. Dunn, sales manager of WGVA Geneva, N. Y., named general manager.

Richard C. Campbell, VP and personnel director for Bache & Co., New York, joins Cowles Communications Inc., that city, as director of personnel. Mr. Campbell succeeds **Jean C. Herrick**, who joins Cowles education division as VP and manager of institutional services.

William S. Jaeger, general sales manager of WFBG Altoona, Pa., named station manager.

William Gerson, with WINN Louisville, Ky., joins WSIX-AM-FM Nashville, as assistant radio manager.

Richard G. Morgan, account executive with WGHQ Kingston, N. Y., joins WTOA(FM) Trenton, N. J., as assistant manager and account executive.

James A. Stabile, who has served both ABC and NBC in top legal capacities, appointed assistant general counsel of Metromedia Inc., New York.

PROGRAMING

Mel London, president of international division of Wilding Inc., Chicago, named VP of industrial film division of Wolper Productions, Hollywood.

Rusty Bruton, WSB-TV Atlanta, elected president of 1967 Television Program Conference.

Jay Childs, with WWIL-AM-FM Fort Lauderdale, Fla., appointed program director.

Roger E. Ailes, associate producer of *The Mike Douglas Show*, named executive producer, replacing **Forrest L. Fraser**, who becomes manager of talent and program development for WBC Productions, New York.

John F. Fitzpatrick, production manager for WBKB-TV Chicago, named

scenic services supervisor for ABC-TV, Hollywood.

Charles Keller, with WFIL-AM-FM-TV Philadelphia, appointed director of film production.

Mike Roszman, with WBRJ Marietta, Ohio, named program and farm director.

Ray George, southern and western sales manager for Allied Artists Television Corp., Dallas, appointed western sales manager for Embassy Pictures Corp. Television, Los Angeles. **Charles Britt**, southeastern sales manager for Embassy in Atlanta, appointed eastern sales manager.

William H. Spiegel, producer-director at WLWT(TV) Cincinnati, appointed production manager.

Bill Liappas, with WGBS-FM Miami, named operations manager.

George Hale, with WABI-AM-FM Bangor, Me., named director of operations.

Ann Norton joins **Fred A. Niles** Communications Centers, Chicago, as executive staff assistant.

Leon Prochnik, with MPO Videoelectronics Inc., New York, joins staff of Video Pictures Inc., that city.

Jim Van Way, with KHOU-TV Houston-Galveston, named producer-writer.

Charles Musumeci, former president

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of American Federation of Musicians, AFL-CIO, Philadelphia, appointed presidential assistant in Musicians' international headquarters, New York. He succeeds **Charles Bufalino**, who has retired.

Rafer Johnson, gold medal winner in decathlon competition in 1960 Olympic Games, joins KNBC(TV) Los Angeles, as sports reporter.

NEWS

George Page, writer in Washington for *The Huntley-Brinkley Report*, joins NBC News' Saigon bureau as correspondent.

Daniel F. Gilmore, European news editor for United Press International, London, appointed general European news manager, succeeding **Paul R. Allerup**, who becomes editor of UPI Newsfeatures, New York. **Jack V. Fox**, editor of Newsfeatures, named roving correspondent.

Bruce Neal, KXOL Fort Worth, elected president of Texas Associated Press Broadcasters Association.

Robert Carano, WFMJ-AM-TV Youngstown, elected president of Ohio Associated Press Broadcasters Association.

Don Andon, KFAR-AM-TV Fairbanks, elected chairman of Alaska AP Members' Association.

Martin Weldon, producer in CBS News special events unit, New York, named director of news and public affairs for WCBS-AM-FM, that city. **Chet Curtis**, with WTOP-TV Washington, joins news staff of WCBS-AM-FM.

Jack London, news manager-assistant news director for KABC-TV Los Angeles, named director of news for KABC.

Vicki Willman, administrative assistant to president at Maryville College of Sacred Heart, St. Louis, appointed public affairs director for KWK, that city.

Bob Farrington, producer for WPTF-AM-FM Raleigh, N. C., appointed news director, replacing **Paul Judson**, who resigns to become assistant to director of North Carolina Department of Conservation and Development.

John Whitmore, former director of news for Mutual Broadcasting System, New York, named director of news, sports and special events for WWIL-AM-FM Fort Lauderdale, Fla.

Raymond H. McPhee, producer at WFIL-TV Philadelphia, named director of public affairs.

Jim Barry, with WWAY(TV) Wilmington, N. C., joins WJXT(TV) Jacksonville, Fla., as news editor.

Stuart Brown, with KYW Philadelphia, appointed city hall editor.

Bernard Shaw, formerly with WFLD-

Nessen hit in Vietnam

Ron Nessen, NBC News correspondent who was due to be rotated to a domestic assignment in six weeks, was wounded in the chest last Tuesday (July 12) while covering an operation of the 101st Airborne division in the central Vietnam highlands. He was reported to be in satisfactory condition after undergoing surgery.

(TV) Chicago, joins news staff of WIND there replacing **Edmund Dorsey**, who has been named Saigon correspondent for Westinghouse Broadcasting Co.

Robert Heide, formerly with ABC, New York, and WWSC Glens Falls, N. Y., joins WAST(TV) Albany, N. Y., as editor.

Glenn Richards, news editor for WLAV-AM-FM Grand Rapids, Mich., joins WOWO Fort Wayne, Ind., as news editor.

George Caldwell, with WSM-AM-TV Nashville, joins KYW-TV Philadelphia, as newscaster.

Ray Smithers, formerly with WNWC-(FM) Arlington Heights, Ill., joins news department of WFMF(FM) Chicago.

Charles E. Davis III joins news staff of WAVY-AM-TV Portsmouth-Norfolk-Newport News, Va.

FANFARE

Bernard Landou, director of motion picture and television department of Barkin, Herman and Associates, Milwaukee, joins Sterling Movies U.S.A., New York, as director of promotion.

Terry Gearity Bibb, with WTTG(TV) Washington, appointed director of publicity.

Mike Byrne, promotion manager at WOW-TV Omaha, named director of promotion and merchandising for WOW-AM-FM-TV.

Donald M. Callen, newsman with WNEM-TV Bay City-Saginaw, Mich., appointed promotion and merchandising manager for WNEM-FM-TV.

Julian J. Ciotta, with WERA Plainfield, N. J., appointed promotion manager.

Audrey King, with de Garmo Inc., New York, named PR assistant for WMCA New York, and Straus Broadcasting Group.

EQUIPMENT & ENGINEERING

John D. Haskett, with WCPO-AM-FM-TV Cincinnati, appointed chief engineer of WSCO-TV Newport, Ky.-Cincinnati, scheduled to go on air in September.

Jim Durham, formerly with WGAR-AM-

FM Cleveland, and WMPD Middleport-Pomeroy, Ohio, named chief engineer of WBRJ Marietta, Ohio.

R. Harris Hesketh, manager of district sales for sales and distribution division of Philco Corp., Philadelphia, named general sales manager.

William S. Van Slyck, assistant director of government and special products division of Zenith Radio Corp., Chicago, named assistant chief engineer.

John S. Chamberlin, marketing manager of radio receiver department of General Electric Co., Utica, N. Y., named manager of tape recorder business section. **Charles W. Kepler**, sales manager of radio receiver department, succeeds Mr. Chamberlin.

ALLIED FIELDS

Andrew T. Faller, account executive with A. C. Nielsen Co., New York, elected VP.

Louis Hausman, former NBC vice president and director of Television Information Office, New York, today (July 18) becomes assistant to U. S. commissioner of education, **Harold Howe II**. Mr. Hausman will be assigned to special projects in the commissioner's office and will act in liaison with industrial, educational and communications interests. Mr. Hausman was with NBC from 1962 to 1965, with TIO for two years before that and was in various executive assignments at CBS from 1940 to 1959.



Mr. Hausman

Henry A. Solomon, FCC attorney since 1963, joins Haley, Bader & Potts, Washington communications law firm. Mr. Solomon, native New Yorker and graduate of University of Michigan from which he received his law degree, was general attorney handling microwave matters at FCC's common carrier bureau until early this year when he was assigned to commission's Broadcast Bureau handling CATV matters.

Edward B. Reddy, supervisor, special prosecutions unit, Federal Bureau of Investigation, joins Midlen & Harrison, Washington communications law firm. Mr. Reddy, native of Baltimore and graduate of University of Maryland Law School, joined FBI as special agent in 1933.

INTERNATIONAL

William Guild, president and general manager of CJVI Victoria, B. C., retires after 14 years at CJVI and 35 years in broadcasting. **Ken Goddard**, assistant manager and sales manager of CJCA Edmonton, Alberta, succeeds Mr. Guild.



Daniel B. Scully, formerly brand supervisor in Chicago office of Leo Burnett Co., named VP and account supervisor of Leo Burnett Co. of Canada Ltd., Toronto.

Mr. Scully

William M. Mitchell, sales manager for Westward Television, appointed manager of sales for CBS Limited, London.

J. Robert Myers, coordinator, international management services, NBC International (subsidiary of NBC Enterprises, New York), assigned to Vietnam temporarily as managing director

of projected four-station Vietnamese television network.

DEATHS

William Nolan, 48, chief engineer of WLS Chicago, died July 6 in Chicago. He joined WLS staff in 1948 and became chief engineer in 1962. He is survived by his wife, Betty, and eight children.

Ray T. Miller Sr., 73, president of Cleveland Broadcasting Inc., owner of WERE-AM-FM Cleveland, WLEC-AM-FM Sandusky, Ohio, and KFAC-AM-FM Los Angeles, died June 13 of heart attack at his home in Shaker Heights, Ohio. Surviving are his wife, Ruth, four sons

and two daughters.

John W. Pacey, director of corporate communications for Philip Morris Inc., died July 12 at French hospital, New York, after long illness. Mr. Pacey was once director of public affairs programming and public relations for ABC.

John J. Szlenker, 50, deputy chief of Polish service of Voice of America, died July 7 at his home in Arlington, Va.

Worth Bingham, 34, son of Barry Bingham, president of WHAS-AM-TV Louisville, Ky., and publisher of *Louisville Courier-Journal and Times*, died July 12 in an auto accident on Nantucket Island, Mass. Surviving are his wife, Joan, and two children.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, July 7 through 13, and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

ACTIONS BY FCC

*Norwich, Conn.—Connecticut Educational Television Corp. Granted CP for new UHF on channel 53, (704-710 mc); ERP 316 kw vis., 63.1 kw aur. Ant. height above average terrain 681 ft., above ground 481 ft. P.O. address: c/o Ben A. Hudelson, Trinity College, Hartford, Conn. Estimated cost of construction, first-year operating cost and revenue not listed. Geographic coordinates 41° 31' 11" north lat., 72° 10' 04" west long. Studio located Hartford; trans. located New London, both Connecticut. Type trans. General Electric TT-57-A, type ant. General Electric TY-24-E. Legal counsel Dow, Lohnes and Albertson, Washington. Cyril M. Braum consulting engineer. Principal: State Board of Education of State of Connecticut. Action July 6.

WGNB Inc.—Bloomington, Ill. Granted CP for new UHF on channel 43, (644-650 mc); ERP 654 kw vis., 130 kw aur. Ant. height above average terrain 488 ft. P.O. address: c/o K. Gordon Murray, 530 Biscayne Blvd., Miami 33132. Estimated cost of construction \$530,750; first-year operating cost \$110,000; revenue \$125,000. Studio and trans. both located Bloomington. Geographic coordinates 40° 19' 24" north lat., 89° 18' 15" west long. Type trans. General Electric TT-57-A, type ant. General Electric TY-25-A. Legal counsel not listed; consulting engineer John H. Mullaney & Associates. Principals: K. Gordon Murray (60%) and Irene Murray (40%). Mr. Murray is president of motion picture production company. Irene Murray is director of motion picture production company. Action July 8.

*Asheville, N. C.—University of North Carolina. Granted CP for new UHF on channel 33, (722-728 mc); ERP 83.7 kw vis., 16.74 kw aur. Ant. height above average terrain 2,620 ft., above ground 337 ft. P.O. address: c/o Fred H. Weaver, Consolidated Office, Chapel Hill, N. C. Estimated construction cost \$152,117; first-year operating cost \$317,948. Studio location Chapel Hill, trans. location southwest of Asheville. Geographic coordinates 35° 25' 32" north lat., 82° 45' 25"

west long. Type trans. RCA TTU-2A, type ant. GE TY-25C. Legal counsel Pierson, Ball and Dowd, consulting engineer Cruetz & Snowberger, both Washington. Principal: University of North Carolina. Action July 13.

*Chattanooga—Tennessee State Board of Education. Granted CP for new UHF on channel 45 (658-662 mc); ERP 617 kw vis., 117 kw aur. Ant. height above average terrain 950 ft., above ground 296 ft. P.O. address: c/o J. H. Warf, 100-B Cordell Hull Bldg., Nashville, Tenn. 37219. Estimated construction cost \$718,413; first-year operating cost \$230,000. Studio and trans. located outside of Chattanooga. Geographic coordinates 35° 12' 48" north lat., 85° 16' 46" west long. Type ant. RCA TFU-30J; type trans. RCA TTU-30J. Legal counsel George F. McCannless, consulting engineer W. L. Hamilton, both Nashville. Permittee will be Tenn. State Board of Education. Action July 8.

Nashville—Music City Video Corp. UHF channel 17 (488-494 mc); ERP 251 kw vis., 50 kw aur. Ant. height above average terrain 424 ft., above ground 359 ft. P.O. address: c/o Harold Seligman, Suite 1204, 1808 West End Bldg., Nashville 37203. Estimated construction cost \$699,000; first-year operating cost \$250,000; revenue \$150,000. Studio and trans. located in Nashville. Geographic coordinates 36° 09' 16" north lat., 86° 49' 45" west long. Type ant. RCA TFU-30J, type trans. RCA TFU-10A. Legal counsel Harold Seligman, Nashville; consulting engineers Raymond E. Rohrer & Associates, Washington, D. C. Principals: J. William Bruer, Alven S. Gherter, Eugene Nelson Hester, Channie C. Law, I. D. Lewis, Melville C. Morris, Edwin Schuffman, Harold Seligman, Samuel J. Simon (each 11.1%). Mr. Bruer is Nashville wholesale lumber and building supplier. Mr. Gherter is business counselor.

Mr. Hester manufactures batteries and tires. Mr. Law is Nashville CPA. Messrs. Lewis and Morris are involved in apartment investment and are 16% stockholders of WLOM-FM Chattanooga. Mr. Schuffman is general manager of WWGM Nashville. Mr. Seligman is attorney. Mr. Simon is optometrist. Action July 7.

*Burlington, Vt.—University of Vermont and State Agricultural College. Granted CP for new UHF on channel 33 (584-590 mc); ERP 646 kw vis., 64.6 kw aur. Ant. height above average terrain 2,720 ft., above ground 112 ft. P.O. address: c/o Dr. Raymond V. Phillips, Director, General Extension, University of Vermont, Burlington. Estimated construction cost \$863,166; first-year operating cost \$231,550. Studio location Burlington, trans. location Windsor, Vt. Geographic coordinates 43° 26' 39" north lat., 72° 27' 16" west long. Type trans. RCA TTU-30A, type ant. RCA TFU-25G. Legal counsel E. F. Czarra Jr., Washington, consulting engineer Roger W. Hodgkins, Cape Elizabeth, Me. Principal: board of trustees. Action July 6.

*Rutland, Vt.—University of Vermont and State Agricultural College. Granted CP for new UHF on channel 28 (554-560 mc); ERP 39.8 kw vis., 7.94 kw aur. Ant. height above average terrain 1,402 ft., above ground 298 ft. Estimated construction cost \$277,904; first-year operating cost \$35,500. Studio location Burlington, trans. location Rutland. Geographic coordinates 43° 39' 32" north lat., 73° 06' 25" west long. Type trans. RCA TTU-2A, type ant. RCA TFU-25G. See Burlington above. Action July 6.

*St. Johnsbury, Vt.—University of Vermont and State Agricultural College. Granted CP for new UHF on channel 20 (506-512 mc); ERP 42.7 kw vis., 8.52 kw aur. Ant. height above average terrain 1,930 ft., above

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ground 108 ft. Estimated construction cost \$250,101; first-year operating cost \$33,500. Studio location Burlington, trans. location East Burke, Vt. Geographic coordinates 44° 34' 15" north lat., 71° 53' 38" west long. Type trans. RCA TTU-2A, type ant. RCA TFU-25G. See Burlington above. Action July 6.

*Windsor, Vt.—University of Vermont and State Agricultural College. Granted CP for new UHF on channel 41 (632-638 mc); ERP 646 kw vis., 646 kw aur. Ant. height above average terrain 2,220 ft., above ground 112 ft. Estimated construction cost \$400,801; first-year operating cost \$52,250. Studio location Burlington, trans. location Stowe, Vt. Geographic coordinates 44° 31' 38" north lat., 72° 48' 57" west long. Type trans. RCA TTU-30A, type ant. RCA TFU-25G. See Burlington above. Action July 6.

APPLICATIONS

Portland, Ore.—Gilmore Steel Corp. UHF channel 24 (530-536 mc); ERP 465 kw vis., 93 kw aur. Ant. height above average terrain 999 ft., above ground 252 ft. P.O. address: c/o V. Neil Fulton, 840 Brannan St., San Francisco 94103. Estimated construction cost \$400,000; first-year operating cost \$300,000; revenue \$300,000. Studio and trans. both to be located in Portland. Geographic coordinates 45° 29' 43" north lat., 122° 41' 47" west long. Type trans. RCA TTU-30A; type ant. RCA TFU-30J. Legal counsel Marmet and Schneider, consulting engineer Kear and Kennedy, both Washington. Gilmore Steel has no other broadcast interests. Ann. July 11.

Portland, Ore.—Harcourt Brace & World UHF channel 24 (530-536 mc); ERP 614 kw vis., 123 kw aur. Ant. height above average terrain 1,685 ft., above ground 279 ft. P.O. address: c/o Margaret Mary McQuillan, 757 Third Ave., New York 10007. Estimated construction cost \$713,856; first-year operating cost \$375,000; revenue \$375,000. Studio and trans. both to be located in Portland. Geographic coordinates 45° 29' 21" north lat., 122° 41' 41" west long. Type trans. RCA TTU-30A, type ant. RCA TFU-30J. Legal counsel Cohen & Berfield, consulting engineer Jules Cohen & Associates, both Washington. Harcourt Brace & World is owned by 1,937 shareholders of which Hastings Harcourt owns 9.9%, Katharine Brace 7.8% and Donna Brace Ogilvie 7.7%. Harcourt Brace

& World is printer of text books and various other types of books. They are applicant for new UHF in Phoenix. Ann. June 30.

Huron, S. D.—KSOO-TV Inc. VHF channel 12 (204-210 mc); ERP 316 kw vis., 57.7 kw aur. Ant. height above average terrain 1,275 ft., above ground 1,321 ft. P.O. address: c/o Morton H. Henkin, 8th St. and Phillips Ave., Sioux Falls, S. D. Estimated construction cost \$282,471; first-year operating cost \$50,000; revenue \$125,000. Station to be operated as satellite of KSOO-TV Sioux Falls with main studio to be located there; trans. to be located in Doland, S. D. Geographic coordinates 44° 51' 39" north lat., 98° 05' 45" west long. Type trans. RCA 25KW, type ant. RCA TW-18A12-P. KSOO is licensee of KSOO-AM-TV Sioux Falls. Ann. July 12.

Wheeling, W. Va.—West Virginia-Ohio Broadcasting Co. UHF channel 14 (470-476 mc); ERP 1000 kw vis., 100 kw aur. Ant. height above average terrain 921 ft., above ground 822 ft. P.O. address: c/o George F. Beneke, Esq., Box 1371, Wheeling 26003. Estimated construction cost \$475,000; first-year operating cost \$370,000; revenue \$400,000. Studio location to be determined; trans. to be located in Wheeling. Geographic coordinates 40° 03' 24" north lat., 80° 42' 53" west long. Type trans. RCA TTU-30A, type ant. RCA TFU-46K. Legal counsel Welch & Morgan, Washington, consulting engineer Serge Bergen, Fairfax, Va. Principals: Stuart F. Bloch, Paul J. Miller, George F. Beneke, Frederick P. Stamp Jr., Thomas M. Bloch, David F. Clarke, Homer B. Davis, James C. Guthrie, Andrew F. Hofmann, Bradford M. McCuckey, John L. Seabright and George S. Weaver Jr. (each 8½%). Mr. Beneke is 14.873% owner of WBZE Wheeling. Mr. Miller is employee of WVVA Wheeling, but no stock interest. Other principals have no other broadcast interests. Ann. July 11.

Existing TV stations

ACTIONS BY FCC

■ By letters, commission (1) advised American Broadcasting Co., San Francisco, that its response to condition attached to grant that its KGO-TV tower be made available to all broadcasters in area on fair and equitable basis appeared satisfactory, but advised that plan outlined in response would require modification of BPCT-2401 before construction could commence; and (2) denied request of Chronicle Publ. Co., KRON-TV San Francisco, that commission withhold approval until it submits additional information. Action July 7.

■ By memorandum opinion and order, commission denied petition by New Jersey Television Broadcasting Corp., permittee of WNJU-TV channel 47, Linden, N. J., for reconsideration of fifth report in Doc. 14229 insofar as it assigned channel 68 to Newark. Action July 7.

■ By memorandum opinion and order, commission denied petition by KWHN Broadcasting Co. for partial reconsideration of July 30, 1965 report and order which assigned channel *9 to Arkadelphia, Ark., for noncommercial educational use. KWHN requested that channel *9 be assigned for educational use both to Arkadelphia area in south and to location north of Fayetteville in northwest, while simultaneously reassigning presently educational channel *13 in Fayetteville to Fort Smith for commercial use. Commissioner Wadsworth dissented. Action July 7.

New call letters assigned

*Lexington, Tenn.—Tennessee State Board of Education. Assigned WLJT-TV.

Norfolk, Va.—Delta TV Corp. Assigned WNTU-TV.

Louisville, Ky.—Consolidated Broadcasting Co. Assigned WDRB-TV.

Charlotte, N. C.—Charlotte Telecasters Inc. Assigned WCTU-TV.

New AM stations

ACTIONS BY FCC

Trenton, Tenn.—Trenton Bestg. Co. Granted CP for new AM on 1530 kc. 1 kw D. P.O. address Trenton, Tenn. Estimated construction cost \$20,850; first-year operating cost \$30,000; revenue \$36,000. Principals are Aaron B. Robinson Jr. 60% and William N. Brown and Edward B. Fritts 20% each. Mr. Robinson is student. Mr. Brown is salesman. Mr. Fritts is station manager of WENK Union City, Tenn. Action July 7.

APPLICATIONS

Reno—George A. Carr and Thompson Magowan 1550 kc, 10 kw DA-D, D. P.O.

address: 900 Eden Court, Reno 89502. Estimated construction cost \$33,789; first-year operating cost \$42,000; revenue \$60,000. Mr. Carr is general partner in wholesale meat business, and is also 50% owner of trading stamp company. Mr. Magowan is free lance public relations man. Neither have other present broadcast interests. Ann. July 11.

Albuquerque, N. M.—Frank Quinn 1190 kc, 1 kw D. P.O. address: 1617 Los Alamos St., S.W., Albuquerque 87104. Estimated construction cost \$19,900; first-year operating cost \$41,600; revenue \$50,000. Mr. Quinn is partner in stock brokerage firm. He has no other broadcast interests. Ann. July 11.

McConnellsburg, Pa.—Town Radio Inc. 1530 kc, 1 w D. P.O. address: 890 W. King St., Shippensburg, Pa. 17257. Estimated construction cost \$20,000; first-year operating cost \$33,000; revenue \$38,000. Principals: Arthur K. Greiner (51%), Glenn Winter (39%) and William P. Bernton (10%). Mr. Winter is employee of WBSA York, Pa. and, along with Mr. Greiner (25% each), is applicant for new AM in Lebanon, Pa. Mr. Bernton is lawyer. Ann. July 11.

Berlin, Wis.—Beacon Radio Inc. 1090 kc, 500 w D. P.O. address: c/o Mrs. Jeanne P. Donald, 107 E. Green Bay St., Shawano, Wis. 54166. Estimated construction cost \$30,600; first-year operating cost \$42,000; revenue \$48,000. Principals: Jeanne P. Donald, Sherwood Lorenz and Raymond G. Gruetzmacher (each 33⅓%). Mrs. Donald is 100% owner of Shawano (Wis.) Evening Leader, 100% owner of licensee of WACH-AM-FM Shawano, and 25% owner of KOUR Independence, Iowa. Messrs. Lorenz and Gruetzmacher are each 25% owners of KOUR Independence. Ann. July 7.

Existing AM stations

ACTIONS BY FCC

Commission scheduled oral argument on September 15 in proceeding on liability for forfeiture of McLendon Pacific Corp. (KABL), Oakland, Calif. Action July 13.

■ On basis of additional response to queries concerning commercial policies and practices, commission granted regular renewals to KENO Las Vegas, KNPT Newport, Ore., and KACY Port Hueneme, Calif. Commissioners Lee and Cox dissented to regular renewal for KACY. Action July 7.

■ By letter, commission granted request by WJZR Inc. for waiver of sec. 1.571(c) of rules to expedite processing of its application to move daytime trans. site of WJZR Hackensack, N. J., to same location specified for station's nighttime operation and to change daytime operation from DA-N to DA-2, continued operation on 970 kc, 5 kw. U. Action July 7.

■ By memorandum opinion and order, commission (1) approved agreement to extent that Trentone Inc. will pay Gibco Broadcasting Corp. \$2,923 as part of latter's expenses incurred in prosecution of its application in return for its withdrawal; (2) dismissed Gibco's application for new AM to operate on 1530 kc, 250 w, in Trenton, Tenn., and (3) granted Trentone's application for new AM to operate on 1500 kc, 250 w, in that city; conditions. Action July 7.

■ By letter, commission denied request by Fred Kaysbier for waiver of sec. 1.571(c) of rules to expedite consideration of his application for new AM to operate on 1380 kc, 5 kw, in Alamogordo, N. M. Action July 7.

APPLICATIONS

KVWM Show Low, Ariz.—CP to increase power from 1 kw to 5 kw; install new trans. Ann. July 11.

KWXY Cathedral City, Calif.—CP to increase daytime power from 250 w to 1 kw; install new trans.; and make changes in ant. system. Ann. July 11.

KASK Ontario, Calif.—CP to increase daytime power from 1 kw to 10 kw; change from DA-1 to DA-2 install new trans. Ann. July 11.

WRBD Pompano Beach, Fla.—CP to change hours of operation from D to U, using power of 5 kw; change from DA-D to DA-2. Ann. 11.

WLUV Loves Park, Ill.—CP to increase power from 500 w to 1 kw; change station location from Loves Park, to Rockford, Ill.; install a new trans. Ann. July 11.

New FM stations

ACTIONS BY FCC

Merced, Calif.—Central Valley Broadcasting Co. Granted CP for new FM on 101.5 mc, channel 268, 50 kw. Ant. height above average terrain 400 ft. P.O. address: 608 Trask Lane, Modesto, Calif. 95333. Estimated

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construction cost \$12,625; first-year operating cost \$25,000; revenue \$25,000. Nonstock corporation, owned by Merrill J. Alexander, Robert E. McMillen, Lawrence Cartwright, Oliver J. Heersink, Robert C. Hughes, E. Paul Fulfer and Leroy Hemple. None of principals have other broadcast interests. Action July 7.

Fort Morgan, Colo.—Morgan County Broadcasting Co. Granted CP for new FM on 94.3 mc, channel 232, 3 kw. Ant. height above average terrain 135 ft. P.O. address: Station A, Dixon, Box 430, Fort Morgan 40522. Estimated cost of construction \$18,300; first-year operating cost \$14,420; revenue \$15,000. Principal: Station A, Dixon (100%). Mr. Dixon is manager of KFTM Ft. Morgan. Action July 8.

Murray, Ky.—Charles Shuffett and C. H. Hulse Jr. db/as Service Broadcasting Co. Granted CP for new FM on 103.7 mc, channel 279, 100 kw. Ant. height above average terrain 100 ft. P.O. address: Box 548, Murray 42071. Estimated construction cost \$47,587; first-year operating cost \$24,000; revenue \$24,000. Messrs. Shuffett and Hulse are partners in WNBS Murray and each own 1/2 interest in weekly shopper-news periodical for Murray. Action July 13.

Winnfield, La.—Winn Broadcasting Co. Granted CP for new FM on 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 120 ft. P.O. address: Box 548, Winnfield 71483. Estimated cost of construction \$10,000; first-year operating cost \$1,500; revenue \$1,500. Principal: Edward R. Hall. Mr. Hall is licensee of KVCL Winnfield. Action July 8.

Traverse City, Mich.—Radio Station WCCW Inc. Granted CP for new FM on 92.1 mc, channel 221, 840 w. Ant. height above average terrain 520 ft. P.O. address: c/o John R. Anderson, 346 E. State St., Traverse City 49684. Estimated construction cost \$18,093; first-year operating cost \$10,000; revenue \$14,500. Principals: John R. Anderson (53%); Guy J. Bates (47%). Mr. Anderson is general manager of WCCW. Mr. Bates is plant manager for Fisher Body, General Motors Corp. Action July 7.

Blue Earth, Minn.—Clifford L. Hedberg tr/as Faribault County Broadcasting Co. Granted CP for new FM on 100.9 mc, channel 265, 3 kw. Ant. height above average terrain 212 ft. P.O. address: Box 306, Blue Earth 56013. Estimated construction cost \$7,400; first-year operating cost \$12,000; revenue \$13,000. Mr. Hedberg is owner of KMRS Morris and KBEW Blue Earth, both Minnesota. Action July 7.

Reno, Nev.—KBUB Inc. Granted CP for new FM on 105.7 mc, channel 289, 30.8 kw. Ant. height minus 392 ft. P.O. address: c/o Lisle R. Sheldon, 1753 N. Western Ave., Los Angeles 90027. Estimated construction cost \$21,841; first-year operating cost \$12,000; revenue \$24,000. Principals: KBUB Inc. is owned by Lisle R. Sheldon (66 2/3%) and Alan C. Lisser (33 1/3%). Mr. Sheldon is 16 2/3% owner of KRML-AM-FM Carmel, Calif. Mr. Lisser is 50% owner of KRML-AM-FM. KBUB Inc. owns KBUB Reno. Action July 7.

Bedford, Pa.—Fort Bedford Enterprises Inc. Granted CP for new FM on 100.9 mc, channel 265, ERP 3 kw. Ant. height above average terrain 206 ft. P.O. address: c/o William A. Jordan, Box 427, Bedford 15522. Estimated cost of construction \$27,392; first-year operating cost \$23,900; revenue \$45,200. Principals: William A. Jordan (17.67%), George Gayman (8.33%), Harold S. Hill (8.33%), Charles F. Brown (6.67%) and others. Mr. Jordan is employed by Commonwealth of Pennsylvania. Mr. Gayman is salesman. Mr. Hill is employed by register company. Mr. Brown is employed by Commonwealth of Pennsylvania. Action July 8.

Portage, Wis.—Comstock Publishing Co. Granted CP for new FM on 100.1 mc, channel 261, 3 kw. Ant. height above average terrain 140 ft. P.O. address: Box 231, Portage. Estimated construction cost \$18,170; first-year operating cost \$12,000; revenue \$16,000. Principals: William T. Comstock (83.6%), Mary-Leone Comstock (16.2%) and Ross Bennett (.2%). Comstock Publishing is licensee of WPDR Portage. Action July 7.

APPLICATIONS

Bisbee, Ariz.—Bisbee Broadcasters Inc. 92.1 mc, channel 221, .037 kw. Ant. height above average terrain 2,000 ft. P.O. address: Drawer C, Lowell Station, Bisbee 85603. Estimated construction cost \$7,613; first-year operating cost \$3,600; revenue \$4,000. Principals: Arlo Woolery (50%), John Hogg and Jack Williams (25% each). Bisbee Broadcasters is licensee of KSUN Bisbee. Messrs.

Hogg and Williams are each 25% owners of KOY Phoenix, and 20% owners of KVOY Yuma, both Arizona. Ann. July 8.

*Berkeley, Calif.—Regents of The University of California 90.1 mc, channel 211, .010 kw. Ant. height above average terrain minus 11 ft. P.O. address: c/o C. J. Hitch, 641 University Hall, Berkeley 94720. Estimated construction cost \$2,310; first-year operating cost \$5,735. To be supported by allocations from regents and students' funds. To be administered by board of regents. Ann. July 7.

Baton Rouge, La.—Guaranty Broadcasting Corp. 98.1 mc, channel 251, 100 kw. Ant. height above average terrain 1,550 ft. P.O. address: c/o Thomas E. Gibbens, Box 2671, Baton Rouge 70812. Estimated construction cost \$79,434; first-year operating cost \$65,000; revenue \$90,000. Guaranty Broadcasting is owned 100% by Guaranty Bond and Finance Co., licensee of WAFB-TV Baton Rouge. Ann. July 8.

Bolivar, Mo.—Robert F. Neathery and L. C. McKenney db/as Shepherd of The Hills Broadcasting Co. 108.9 mc, channel 292, 3 kw. Ant. height above average terrain 202 ft. P.O. address: 114 E. Division St., Bolivar 65613. Estimated construction cost \$13,520; first-year operating cost \$4,835; revenue \$7,000. Shepherd of The Hills Broadcasting is licensee of KBLH Bolivar. Ann. July 7.

Baldwinsville, N. Y.—Century Radio Corp. 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 300 ft. P.O. address: c/o Robert L. Stockdale, Box 1050, Baldwinsville 13027. Estimated construction cost \$21,689; first-year operating cost \$11,000; revenue \$12,500. Principals: Edward J. Poitras (36%), Robert L. Stockdale (22.4%), James A. Lowery Jr. (18%), Donald C. Menapace (13.6%) and William C. and Patricia J. Engel (10%). Messrs. Stockdale, Lowery and Menapace are each 33 1/3% owners of stage show production company. Mr. Poitras is 25% stockholder in engineering manufacturing company. Century Radio is licensee of WSEN Baldwinsville. Ann. July 7.

Stillwater, Okla.—KVRO Inc. 105.5 mc, channel 288, 294 kw. Ant. height above average terrain 33.3 ft. P.O. address: Communications Bldg., Oklahoma State University Campus, Stillwater 74074. Estimated construction cost \$4,763; first-year operating cost none; revenue \$15,000. No stockholders as it is nonprofit organization. Ann. July 8.

Existing FM stations

NEW CALL LETTERS ASSIGNED

Robstown, Tex.—Coastal Bend Broadcasting Corp. Assigned KROB-FM.

Ville Platte, La.—Ville Platte Broadcasting Co. Assigned KVPI-FM.

Norwich, Conn.—WICH Inc. Assigned WICH-FM.

Frankfort, Ky.—Capital Broadcasting Corp. Assigned WKYW(FM).

KJLM(FM) San Diego—E. Edward Jacobson. Assigned KDIG(FM).

Hamilton, Ala.—Kate F. Fite. Assigned WERH-FM.

Conway, N. H.—North Country Radio Inc. Assigned WBNC-FM.

Golden Meadow, La.—Little Eagle Broadcasting. Assigned KLEB-FM.

Ownership changes

ACTIONS BY FCC

WSUZ Palatka, Fla.—Granted assignment of license from Wayne E. Bullock and Herbert E. Strickland db/as Bullock and Strickland tr/as Radio Station WSUZ to Wayne E. Bullock tr/as Radio Station WSUZ. Consideration \$3,000. Action July 8.

WEEK-TV Peoria and WEEQ-TV LaSalle, both Illinois.—Granted assignment of license from West Central Broadcasting Co. to Mid-America Television Co., owned by Kansas City Southern Industries Inc. KCSI Inc. is principally involved in running Kansas Southern Railway Co. and has been granted, in name of Mid-America Television, for assignment of KCRG(TV) and KWOS Jefferson City and KMOS(TV) Sedalia, both Missouri. Consideration \$3,088,650. Action July 13.

WJRL Rockford, Ill.—Granted transfer of control of licensee corporation, Town and Country Radio Inc., from John R. Livingston (88% before, 10% after), W. Dale Livingston (7% before, none after) and Samuel and Rose L. Miller (joint tenants) (5% before, none after) to William R. Walker (none before, 19.5% after), John D. Harveys (none before, 10% after), Joseph D. Mackin (none before, 10% after), Philip Fisher (none before, 10% after), Value Radio Corp.

(none before, 14.6% after) and Heart O'Wisconsin Broadcasters Inc. (none before, 25.9% after). Consideration \$123,800 plus stock considerations. Action July 7.

KWOS Jefferson City, Mo.—Granted assignment of license from Capital Broadcasting Co. to Mid-America Television Co., owned by Kansas City Southern Industries Inc. KCSI Inc. owns 96.3% of Kansas City Southern Railway Co., 80% of Carthage Cablevision, Carthage, Mo., plus other investments in oil and real estate. Consideration \$3,150,000 for KWOS, KRCG-TV Jefferson City and KMOS-TV Sedalia, both Missouri. Action July 13.

KRCG-TV Jefferson City and KMOS-TV Sedalia, both Missouri.—Granted assignment of license and CP from Jefferson Television Co. to Mid-America Television Co. (see above KWOS).

WORC Orangeburg, S. C.—Granted acquisition of positive control of licensee corporation, Radio Orangeburg Inc., through purchase of stock from J. T. Lyman (50% before, none after) by H. E. Crapps (50% before, 75% after) and E. R. Pauling (none before, 25% after). Mr. Crapps is full owner of WBLR-AM-FM Batesburg. S. C. Consideration \$10,000. Action July 8.

WNOO Chattanooga.—Granted transfer of control of licensee corporation, WMFS Inc. from Leon S. Walton (51% before, none after) to WNOO Inc., owned by George W. Dean Jr. (26%), Fred J. Webb owns 49% of WNOO and is presently manager. Mr. Dean is lawyer and 15% stockholder in WAPX Montgomery, Ala. Mrs. Dean is employed by state of Alabama. Mr. Watt is retired. Consideration \$85,000. Action July 12.

APPLICATIONS

KHOE Truckee, Calif.—Seeks assignment of license from Robert Sherman to Eastern California Broadcasting Corp., owned by Richard F. Van Winkle (10.1%), Henry J. Geist, Robert L. Norton, Radford D. Leonard, A. H. Elsner (each 20.2%), Muriel L. Tiers (5.1%) and Stanley E. Schwartz (4.1%). Eastern California Broadcasting is applicant for new AM at Bishop, Calif. Principals have no other broadcast interests. Consideration \$40,000. Ann. July 12.

WYND Truckee, Calif.—Seeks transfer of control of licensee corporation, Radio WYND Inc., from John T. Rutledge (52% before, none after), Richard L. Baird (43% before, none after) and Gene Stuart (5% before, none after) to Republic Investments Inc., owned by William F. Nave (9.58%), Leonard K. Nave (7.6%) and others none over 3%. William Nave is in insurance business. Leonard Nave is lawyer. Republic Investments is stockholder in Tamiami Inc., applicant for new UHF in Sarasota, Fla. Consideration \$10,000 plus assumption of debts. Ann. July 12.

KYA-KOIT(FM) San Francisco.—Seeks transfer of control of licensee corporation, Churchill Broadcasting Corp., from Clinton D. Churchill, Clinton H. Churchill, estate of Edythe E. Churchill, Lewis H. Avery and Edward H. Kavinsky to Avco Broadcasting Corp., wholly owned subsidiary of Avco Corp., Cincinnati. Avco Broadcasting is licensee of WLW, WLWT Cincinnati; WLWC Columbus; WLWD Dayton, all Ohio; WLWI Indianapolis; WOAI-AM-TV San Antonio, and WWDC-AM-FM Washington. Consideration \$4,400,000. Ann. July 12.

WSRA Milton, Fla.—Seeks assignment of license from Santa Rosa Broadcasting Co. to West Florida Broadcasting Co., owned by Curtis A. Golden (50.8%), Ira D. Wells, Harry C. Teague and Albert Golden (each 16.4%). Curtis Golden is lawyer. Mr. Wells owns controlling interest in marina. Albert Golden is president and Harry Teague is vice president of Santa Rosa State Bank, Milton. They have no broadcast interests. Consideration \$39,443. Ann. July 13.

WBRT Bardstown, Ky.—Seeks assignment of license from Lawrence W. Adams to Nelson County Broadcasting Co., owned by Ronald E. Felty (40%), Donald J. Wickizer, Charles Scott Cederholm and Thomas Lee Isaac (20% each). Mr. Felty is minister. Mr. Cederholm is program director for WSVL Shelbyville, Ind. Mr. Isaac is news director for WTAF-TV Marion, Ind. Mr. Wickizer is owner of printing company. Consideration \$58,000 plus \$10,000 noncompete agreement. Ann. July 13.

WILD Boston.—Seeks assignment of license from The Noble Broadcasting Corp. to Dynamic Broadcasting Corp., owned by Leonard E. Walk (50%), James H. Rich and Bernard M. Friedman (25% each). Mr. Rich

(Continued on page 89)

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Secretary, woman 25 to 50 for interesting, challenging position in New York office, national broadcasting association. Must be skilled secretary, capable administrative and executive duties. Light bookkeeping included. Possibly some travel. Starting salary \$120. Send complete resume and photo. Box G-214, BROADCASTING.

Immediate opening for general manager, WELV Ellenville, New York. Write or call Mr. S. Lubin, (914) 292-5533.

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Detroit—Solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box F-26, BROADCASTING.

Country and western sales staff . . . Large Gulf Coast market station going country. Needs experienced sales manager and salesmen. Send experience, background, photo and salary requirements to Box G-9, BROADCASTING.

The draft has just hit us. Medium market professional hit-tune operation needs hustling young salesman who can do top 40, news and/or music. Excellent base, insurance, etc. Within 100 miles of New York. Box G-157, BROADCASTING.

If you are an outstanding salesman; young; looking for a management position, willing to learn—send resume and track record to: Box G-171, BROADCASTING.

If you have perspiration, inspiration, enthusiasm, we have an opportunity. KFRO, Longview, Texas.

Salesman for top-rated and respected station who loves selling, good base and active accounts. KOOK Radio is in "God's Country." Send complete resume to manager, Box 2557, Billings, Montana.

Sales manager for only station in 75,000 market. Sole competition is a twice-a-week newspaper. Fabulous opportunity for man who can develop ideas, sell them himself & direct others. Contact Chuck Norman, WGNU Granite City, Illinois. (No collect calls.)

For the radio salesman that wants a good deal; paying territory. No cut rates, no trade deals, good future in expanding company. R. M. McKay, Jr., WKRM, Box 71, Columbia, Tennessee.

Announcers

Announcer for all-night shift, top 40 format. First phone ticket preferable but not essential. Metropolitan market, opportunity to move up. Send tape and resume. Box G-36, BROADCASTING.

Announcers—(cont'd)

Telephone talk personality for aggressive California station, to follow syndicated Joe Pyne show. Play by play and disk jockey background helpful. Third endorsed. Air mail resume, tape, and picture. Box G-43, BROADCASTING.

Announcer—alert, top 40 style, also able to handle some easy listening and news. Leading 5,000 watt NBC affiliate in 30th year has opening for reliable, enthusiastic deejay. Excellent fringe benefits and working conditions. Send audition, references, experience, marital and draft status, and salary requirements to: Box G-90, BROADCASTING.

Have opening for announcer with third class endorsed, and someone who would be interested in sports play-by-play. Please send tape & resume. Box G-93, BROADCASTING.

Major market radio-TV station seeking highest quality personality. Good five figure salary. Top professionals only. Send tape, resume to Box G-135, BROADCASTING.

Ohio medium market needs wake-up artist with first phone. Good pay, excellent future. Box G-153, BROADCASTING.

Wanted; middle of the road announcer with third phone. Play-by-play football and basketball experience desirable. Position available immediately with southern Kentucky station. Send tape and brief resume to Box G-160, BROADCASTING.

Wanted—Announcer with 1 year experience. Also a qualified program director for daytime, single station market in Ohio. Good pay and benefits. Include tape, resume and salary requirements in first letter, or phone me "collect" person-to-person at 622-1560, Coshocton, Ohio—Bruce Wallace, or Box G-164, BROADCASTING.

Morning man. Much freedom in music choice. Brains count. Indiana, Ohio, Michigan area. Do not send tape until contacted. Box G-172, BROADCASTING.

Northern Ohio station expanding news department needs announcer with desire to break into news. Send full particulars to Box G-175, BROADCASTING.

Growing station about ready to move into ultra-modern down-town studios needs swinging jock to run tight board. Box G-177, BROADCASTING.

Music man for middle of road southern New England station. Medium market. Independent. Box G-180, BROADCASTING.

Tired of the rat race? Would you enjoy working with a top station with a view of the snowcapped Rockies . . . with the world's finest recreation facilities near. We offer a comfortable salary in a town of 50,000 to professional contemporary dj and production man. Box G-182, BROADCASTING.

Two top flight announcers needed—strong on production—no top forty. Box G-195, BROADCASTING.

Exciting opportunity for experienced pop music personality with real winner in beautiful Virginia city. Box G-221, BROADCASTING.

Experienced announcer. Good reader. Middle road format. Northeast. Excellent salary. Box G-225, BROADCASTING.

Announcers—(Cont'd)

Immediate opening country announcer/first ticket. KDKO, 1728 Sherman, Denver, Colorado.

America's finest Christian stations need a top announcer. Outstanding facilities, magnificent country and cordial working conditions. Men with long-range view are urged to apply sending tape, resume and references. Mr. Butler, KGDN-KGFM Seattle 98133.

Immediate opening for experienced announcer, some top-40 background. Send air check with five minute news to Dick Embody, KGGF Coffeyville, Kansas.

Good opportunity for announcer who is looking for advancement. PD position open. Also possibility to work in sales. Fine small market radio. KLEX, 816-259-3232, Lexington, Missouri.

A good modern country deejay is hard to find. KLLL Lubbock, Texas is searching the southwest. Must be under 30, good voice, top notch production man, good newscaster. Salary open. Near ideal working conditions. Same format and management 8 years. Send tape, resume, picture, salary requirement to Sky Corbin. No collect phone calls please.

Announcer for middle of road station with bright sound. Immediate opportunity for ambitious, stable man in successful group operation. Salary based on experience and ability. We have a permanent position for a talented individual. Write KMNS, P. O. Box 177, Sioux City, Iowa 51102 or Call Ted Lauris, at 712-258-0628.

Three "top 40" dj's wanted! Large, powerful north Louisiana station with FM/TV affiliates. Good salary, good benefits, good equipment . . . Extra money for play-by-play sports. No drifters please! Air mail resume and tape to Norm Perry, KNOE Radio, Monroe, La. Ph. 318-322-8155.

KPUB, Needs an experienced 1st phone announcer. Immediate opening. Contact Harvey Smith, KPUB, Pueblo, P.O. Box 831, phone 303-545-5971.

Mature first phone top 40 jock that can swing without screaming. No hotshots or floaters. Must be draft exempt. If you have personal problems, forget it. Number one station between Seattle and Vancouver, B. C. Five thousand watts and growing. Contact Bob O'Neil, P.D., KPUG Bellingham, Washington.

Excellent opportunity for first phone MOR announcer with ambition, to advance with progressive small market station. News, programing and production. Good working conditions and good salary. Send audition tape, photo and complete resume to Bob Brewer, KTAT, Frederick Oklahoma.

Announcer-newsman needed by an outstanding small market radio station. Vacancy caused by draft. If you are dependable, trustworthy and not a floater, you may be surprised at the opportunity awaiting you. KTTN, 804 Main, Trenton, Missouri or call C. E. Breazeal, 816 ELwood 9-2261 for details.

Announcers, Female jocks—Are you talented? Do you know music? Do you have a bright, sincere, different approach? Do you want to live and work in Southern California? Send tape and resume to Larry Grannis, KWIZ, 3101 West 5th Street, Santa Ana, California 92703.

Need top Gospel personality. Send tape, resume to Lee Wilson, Radio station WAME, 777 NW 54th St., Miami, Florida 33127.

Announcers—(cont'd)

WCLL, Corning, N.Y., seeking mature staff announcer. Salary open. No top 40. Send complete details, tape and photo.

1st phone combo, experienced mature sound with knowledge semi-classical, MOR music for Chicagoland AM station. Send tape, photo, resume, and salary to WCLR Crystal Lake, Illinois.

Immediate opening for top 40 announcer with first class ticket. Phone collect 301-742-5191, Norman Glenn, WJDY Salisbury, Maryland.

Opening for two announcers. MOR format daytimer, rock night. All new equipment. Better than average pay. Hospital, life insurance. R. M. McKay, Jr., WKRM, Box 71, Columbia, Tennessee.

Wanted: Announcer with first ticket, no engineering. Smooth quality voice for 400,000 market. Bright, modern-pop-middle of road format. Need immediately. Call 432-1844 or write WLIQ Mobile, Ala.

Announcer for middle-of-the-road, very active, AM/FM broadcast facility. Above average salary commensurate with ability. Send tape, photo and resume to: General Manager, Radio Station WMNB North Adams, Mass. 01247.

1st phone announcer, 250 watt daytimer, FM applied for. Willing to work, chance to learn and advance. Send tape, resume or call Dean Loudy, WNNT Warsaw, Virginia, 333-6900.

WROK is searching for talented air men. Send tape, resume and salary requirements to WROK Rockford, Illinois.

Disc jockeys, announcers, engineers wanted for big offshore stations Radio England & Britain Radio, 32 Curzon Street, London W1, England Tele MAYfair 3742.

Gulf Coast country and western. . . . Needs experienced country music announcer. Send tape and starting salary to New South Radio Network, P.O. Box 5797, Meridian, Mississippi.

Florida major market has opening for good, bright morning man. Send audition tape and resume to Broadcast Enterprises, 712 Dade Federal Bldg., Miami, Florida.

Group-owned FM station expanding its staff. Need sports director, involving sports shows, play-by-play and outdoor reporting; also combination announcer-promotion writer. Both positions offer possibility of TV work. Send resume, tape, photo to Daryl Sebastian, Fetzer Broadcasting Co., Box 627, Cadillac, Michigan 49601 or dial 616-775-3478.

Experienced announcer, license required, immediate opening at established middle of the road station. Enjoy year round vacation climate. Send tape, resume to Box 550, Wailuku, Maui, Hawaii.

DJ with first phone. Experience not important. Good place to start. In a hurry! Phone 317-529-2600.

Technical

Vacation engineer needed immediately for work in Los Angeles radio station. Must be available for personal interview. Must have first class FCC license. Write Box F-198, BROADCASTING.

Young first class man who likes to construct and maintain good equipment. Good work environment with benefits and growth opportunity. Strictly engineering. East. Box F-245, BROADCASTING.

Transmitter engineer, experienced, for high powered AM-FM. Philadelphia area. No announcing. Box G-91, BROADCASTING.

If bothered by bottles and babes. . . . Don't answer. Need stable first for chief and night personality. Central California AM directional. Experience and ability determines salary. Send complete resume and wants to Box G-156, BROADCASTING.

First class engineer—full time—some announcing. 1000 watt non-directional, daytimer—Houston area. FM application on file. Bill Sloan, KFRD Rosenberg, Texas.

Technical—(Cont'd)

Engineer—Announcer . . . needed immediately . . . KHIL, Willcox, Arizona.

Engineer with 1st for chief. Could continue education at Kansas State University. Nice community of 25,000. Boating, fishing. Good working conditions. Lowell Jack, KMAN Manhattan, Kansas.

KEGG, Dangerfield, Texas soon to go on air is now hiring. Need experienced combo engineer/announcer, emphasis on engineering, directional experience helpful; Need second 1st ticket/announcer, emphasis on announcing. Some sports and sales if desire. New building, new equipment, beautiful booming resort area of Northeast Texas. Contact Charlie Monk, c/o KOCA. Box 989, Kilgore, Texas.

Wanted—competent engineer some announcing. Also need time salesman. 1,000 watts, non-directional, pioneer station, excellent fringe benefits. Call or write Mike Carmichael, KTEM Temple, Texas.

Man with first phone for transmitter. Will train beginner. Station WAMD Aberdeen, Md.

1st class combo man. Must be top adult, top 40 air-man. Full engineering-responsibilities. Send tape, resume, references, required salary. Manager, WERX, Box 9082, Wyoming, Michigan.

WHWH, 5 kw DA-2. 6 twr array needs a fulltime first ticket engineer starting around Labor Day for transmitter watch. No week-ends. Chance to learn DA system. Please contact Art Silver, Chief Engineer, Box 1350, Princeton, N. J. or call 609-924-3600.

Chief for maintenance. Permanency with growing AM-FM. Tom Talbot, WJLL Niagara Falls, N. Y.

Wanted: An experienced chief engineer for 10 kw station near the Gulf of Mexico. Excellent chances for advancement in a fast growing company. Contact Bob Thornburn, Radio Station WLBB Carrollton, Ga.

1st phone needed. FM & Manufacturing experience helpful. \$7,800 and growth opportunity. WQAL Philadelphia, Pa. 19118.

Immediate opening for chief engineer at kilowatt, single stick station. Salary commensurate with experience and ability. Generous fringe benefits. Phone 309-764-6727 or write Mr. Ryder or Mr. Nelson at WQUA, Moline, Illinois.

WRMF, Titusville, Florida has permanent job for an engineer. Five hundred watts, daytime, non-directional. Application in for FM.

Engineer—Must have first class radiotelephone license. Contact WTAC, Radio, Grand Blanc, Michigan. Telephone 694-4148.

Top engineer for 1,000 watt daytime, 250 watt nighttime well established station. Only AM station in the county. Fine public and parochial schools. Two colleges. Twenty two lakes in the area. Services of engineer requires fifteen to twenty hours maintenance only. Balance of time selling, copy or announcing. Must give top notch performance and have good experience. If you can qualify, salary is open. Please forward tape, picture, and resume which will be kept confidential, to James Gerity, Jr., President, Gerity Broadcasting Company, Adrian, Michigan. Telephone 265-7125.

NEWS

Top-rated midwest regional group seeks modern radio newsmen now! News directorship possible. Rush tape, resume today to Box G-6, BROADCASTING.

Dedicated, hard-driving radio news director wanted by one of the Nation's top radio stations. Salary in five figures. Send tape, resume to Box G-138, BROADCASTING.

Opportunity—Combination news, production and announcing. Send details, KFRO, Longview, Texas.

NEWS—(Cont'd)

Newsman wanted. Expanding staff. Send resume and tape to Jim Lawrence, News director, KONO Radio, San Antonio, Texas.

Radio-Journalist—Award winning CBS affiliate in Ivy League University community needs young, industrious radio reporter to complement exciting news gathering crew. Great opportunity for young reporter to start the climb. Send resume of work experience, tape and salary requirements. WHCU Radio, Ithaca, New York 14850.

Immediate opening for newsmen-announcer. Basic news responsibility plus short daily board trick. Excellent salary, quality facility. Send tape, photo, and resume at once to: General Manager, Radio Station WMNB North Adams, Mass. 01247.

News director opening—New York City radio operation. Send tape, photo, resume and salary requirements to: Mel Berman, Radio New York Worldwide, 485 Madison Avenue, New York, New York 10022.

Production—Programing, Others

Program director who understands programing, can do a top air show and teach others. Must be able to think, type, take instruction, give instructions. First phone helpful. Station's sound and image your responsibility. Salary open. Florida. Box G-83, BROADCASTING.

Experienced and persuasive copywriter for network station in beautiful Texas resort city. Box G-138, BROADCASTING.

Morning man and production/operation chief. Solid MOR station expanding into FM. Tom Talbot, WJLL Niagara Falls, N. Y.

RADIO

Situations Wanted—Management

I can sell, manage, sell, program, sell, program, sell, promote, sell, run your station. 6½ years experience, young, draft exempt, single, prefer midwest single market AM or FM. Let me sell you first on me, then your sponsors on you. Reply Box G-155, BROADCASTING.

Promotion-minded general manager fully qualified in air, sales, engineering now in medium highly competitive market desires change. Can bring key men if needed. Salary plus percentage. Box G-193, BROADCASTING.

Experienced radio station manager, sales, programing, engineering. Managed three highly successful stations past 15 years for same owners. Aggressive, honest, reliable and sober. Prefer southwest medium market. Available immediately. Box G-198, BROADCASTING.

Successful manager tops in ratings, sales, promotion. 10 years manager/sales manager small and medium markets. Excellent references. Want progressive, stable organization. Phone 602-432-4553. Box G-200, BROADCASTING.

Experienced pd, news director, seeks advancement. Married, college grad., Don Miles, New Milford, Connecticut 203-354-8695.

Sales

Young, ambitious with experience in broadcasting sales. Adequately financed. Looking for station in the southwest with market size of 25,000 to 30,000. Box G-49, BROADCASTING.

Salesman, radio 9 years. Familiar and prefer agricultural, good music, single station market. Minimum \$8,500. Anywhere. Box G-190, BROADCASTING.

Situations Wanted—Announcers

Top salary gets top-notch radio-TV announcer with 1st phone. Box G-96, BROADCASTING.

Negro announcer-dj. Smooth delivery. Pop and Jazz preferred. Box G-98, BROADCASTING.

Experienced sportscaster, strong on sales, news. Third ticket. Relocate. Box G-102, BROADCASTING.

Situations Wanted

Announcers—(Cont'd)

Pop dj . . . draft exempt . . . follow directions . . . available now. Box G-131, BROADCASTING.

Are you looking for someone who isn't afraid to work? Female, experienced, good voice. Want Boston. Box G-144, BROADCASTING.

Beginner, 3rd phone endorsed, college graduate, family man, eager to learn, midwest only. Box G-154, BROADCASTING.

Experienced announcer, would prefer top 40 format. 3rd phone with endorsement. Draft free—Will relocate. Box G-159, BROADCASTING.

Mature voice, family man, 4 years experience desires news or dj position with MOR station in California, Oregon, Washington. College degree, 3rd class ticket. \$130 week minimum. Box G-165, BROADCASTING.

Negro dj—One of the east coast's top djs. 13 years experience. Knows his records—Gospel or R&B. Tops with news and sports. Available at once. 3rd class license. Send replies to Box G-173, BROADCASTING.

California broadcast school trained. Third class. Good health, but draft exempt. Single, car. Outdoorsman. Prefer "Year round playground." Good copy as well as announcing. "Tools" and references. Weak on news. Employed. 2 weeks notice. Box G-174, BROADCASTING.

Disc jockey and newscaster. Bright personality and married. Not floater or prima donna! Desire to settle. Experience. Box G-178, BROADCASTING.

Chicago, Detroit, Cleveland: Nine year contemporary personality pro. Box G-185, BROADCASTING.

Sportscaster. . . . Experienced. Radio play-by-play and TV. First phone. Box G-188, BROADCASTING.

Three years in markets less than 30,000 ready to make market move, top 40, or play-by-play. Prefer personal interview but have tapes. Box G-192, BROADCASTING.

Responsible, experienced, dj - production man. 5 yrs. present market. 3 years top sales experience. 1st phone, family, excellent references. Box G-196, BROADCASTING.

Good music man, mature voice, intimate style, relaxing sound. Extensive music background. Writes and delivers creative and believable copy. Prefers late afternoon or night trick. Box G-197, BROADCASTING.

Young female beginner—desires engineering and announcer. Broadcasting school graduate. Wants small station experience. Box G-199, BROADCASTING.

Top 40. Young, married, draft exempt . . . experienced as PD, dj. Survey rated "tops," personality! Third class. Box G-201, BROADCASTING.

Philadelphia, Baltimore, Harrisburg, Scranton areas. Middle-road dj available. Background includes programing, copy, news-writing and TV. Box G-202, BROADCASTING.

Help! Current earnings ten thousand at "top 40" station that just changed to restricted format. Help! They're smothering a personality. Box G-203, BROADCASTING.

7-year pro-M.O.R.—C&W, news director last. 313-483-8069, or Box G-210, BROADCASTING.

Experienced telephone-talk personality for Illinois station to follow syndicated Joe Pyne Show. Third endorsed, salary open, send air mail—Resume, tape and picture. Box G-212, BROADCASTING.

Experienced announcer seeks opportunity in news department. Good delivery. 36, 3rd endorsed. Box G-215, BROADCASTING.

Negro lady/dj/announcer. Well trained beginner, beautiful voice and definitely different. Third class endorsement. Will relocate. Box G-219, BROADCASTING.

Announcers—(Cont'd)

Mature, relaxed style for MOR. Young but good. Third, West, southwest. Box G-220, BROADCASTING.

First phone student, announcer, full, part-time—P.O. Box 265, New York City. 10036.

Announcer 1st phone. Past experience. Wants to re-enter field in Florida. No maintenance experience. Write or wire 8116 Court O, Birmingham, Alabama. Available August 1st.

Talent machine—Used 10 years in top markets as program, production, music director. Equipped with college, family, first phone. Contemporary, country, middle road personality with relaxed style. Showmanship plus. Melton, 5610 Lewis, Dallas, Texas. TA 4-8720.

Dynamic talk personality. Controversial, versatile, distinctive style & voice. New star on the horizon. 15 years experience. Pete Franklin, 3707 Canadian St., Bakersfield, Calif. 832-3746.

23 year old family man with 3rd phone and experience looking for first fulltime announcing job. Tape and resume on request. (Please describe your operation and requirements). Write Rick Watkins, 1296 Pleasant, St. Paul, Minnesota, 55102 or call 612-222-6138 after 7:00 p.m. (CDT).

Mature, experienced announcer. Third phone —endorsement. Radio school graduate. Middle of road. Married. Will relocate. Call Bill Warker, before four 813-726-9644.

Technical

Transmitter engineer desires permanent position under chief engineer. Experienced and dependable. Available immediately. Box G-22, BROADCASTING.

Chief engineer-announcer — AM-FM-directional experience. Box G-170, BROADCASTING.

Chief engineer seeks permanent position midwest. AM/FM strong on maintenance, directional, construction. Box G-191, BROADCASTING.

D. C. area. Chief engineer, \$8,000, seeks better conditions. Box G-208, BROADCASTING.

NEWS

Professional voice, strong on news, write, rewrite, deliver with authority. Pleasant dj personality. Desires large midwest market. Box G-142, BROADCASTING.

If you want a permanent newsman or announcer, and can pay for four years of experience, a good voice, and a still untapped potential, write to me c/o Box G-162, BROADCASTING.

Girl reporter-newscaster. Radio or TV. Top market personality. Performance proof. Box G-167, BROADCASTING.

News director in small market seeks position in radio-TV news operation in Iowa, Missouri, Kansas. Gathers, writes, airs with authority. Present station 5 years. Box G-176, BROADCASTING.

Radio newsman. College graduate. Experienced. Looking for opportunity. Box G-216, BROADCASTING.

TELEVISION

Help Wanted—Management

Business manager/accountant needed immediately by TV station in major eastern market. Top salary to individual with experience, desire to work and ability to handle entire dept. Accounting experience necessary. All replies given strictest confidence. Box G-151, BROADCASTING.

Sales

Management position soon to be available sales department of Washington, D. C. Television station. Need go-getter who knows the Washington-Baltimore market and can turn up business, as well as fine service. All replies to Box F-300, BROADCASTING will be given strictest confidence.

Sales—(cont'd)

Immediate opening for an aggressive local salesman in Atlanta market. Please forward resume and salary required. Box G-56, BROADCASTING.

Account executive experienced in TV sales. Ideal living and working conditions in California at top CBS station. Contact Si Darrah, Local Sales Manager, KBAK TV, Bakersfield, California.

Announcers

Personable, dependable announcer for large Texas station. Box G-112, BROADCASTING.

Leading midwestern station needs mature on-camera and booth announcer, good commercial presentation. Send resume VTR or audio tape and photo plus salary requirements. Box G-123, BROADCASTING.

Help Wanted—Technical

Studio and transmitter supervisor for UHF fast-growing-ETV station in the northeast. Starting salary \$7500. Write Box F-267, BROADCASTING.

Grow with south Florida VHF. Opening for studio maintenance. VTR experience essential. Salary commensurate with experience. Box F-283, BROADCASTING.

Chief engineer of large eastern television station. Staff of 75 engineers and technicians. Must be engineering graduate, experienced in all phases of TV engineering, operation and management. Good salary and working conditions. Send resume, Box G-33, BROADCASTING.

Technicians. Permanent openings for qualified men in midwest operation. High union wages. Apply now for September vacancies. Send resume to Box G-92, BROADCASTING.

Engineer of good character, best technical qualifications for south Texas station. Box G-115, BROADCASTING.

Well-qualified engineer trainee with first phone for Texas VHF. Box G-120, BROADCASTING.

Maintenance chief for Texas station, superior technical qualifications. Box G-125, BROADCASTING.

Opportunity for qualified, reliable assistant chief engineer, southwest VHF. Box G-132, BROADCASTING.

Chief engineer with administrative and planning talent wanted for VHF and radio station in top 100 markets eastern half of U.S. Send letter of qualification including references and salary range to Box G-184, BROADCASTING.

Television technician: Permanent position for capable man. Interesting work in pleasant surroundings. Excellent retirement plan and health insurance. Box G-209, BROADCASTING.

Engineers, first phone required. Need TV transmitter and radio engineers for expanding AM-TV station group. Salaries commensurate with experience and ability. Good future for young men. Send full resume and particulars to: Edward S. Matero, KVKM-AM-TV, Drawer K, Monahans, Texas.

Need at once: Experienced supervisory type technician to assist in installation of live color equipment and overall maintenance of TV station. In addition to color should know VTR; good references required. Contact E. B. Lindsey, CE, WAIL-TV, 1611 W. Peachtree St. Ne., Atlanta, Georgia 30309.

Immediate openings, experienced engineer: transmitter, VTR, remotes, micro-wave. Excellent working conditions, pay commensurate with past experiences. Fringe benefits. Call collect Charles Perkins, Chief Engineer, WJTV, Jackson, Mississippi—area code 601-372-8311.

Broadcasting engineer: Outstanding opportunity with a pioneer, educational radio and television station. Western university with small town atmosphere. Wonderful family community. Salary commensurate with experience. Write office of Staff Personnel, Washington State University, Pullman, Washington. An equal opportunity employer.

NEWS

Opportunity for alert newsman who can gather, write, and voice news, Texas station. Box G-110, BROADCASTING.

NEWSMAN with good on-camera delivery, Texas VHF, Box G-116, BROADCASTING.

Anchor man for TV news. Eastern group owned TV station needs experienced newsman who can gather, write and edit nightly newscasts. Send resume, picture and tape, if available. Box G-213, BROADCASTING.

Group-owned station expanding its award-winning news operation, seeks personnel for news writing, newscasting and public affairs positions. All involve air work. Excellent working conditions and fringe benefits. Send resume, tape, photo to Daryl Sebastian, Fetzler Television, Box 627, Cadillac, Mich. 49801, or dial 616-775-3478.

Production—Programing, Others

Creative commercial continuity writer for Texas station. Box G-107, BROADCASTING.

Wanted: By major television film syndicator, experienced, creative cameraman/editor. Background must include all phases of camera and editing techniques. Immediate openings in challenging positions for right people. Send complete details with first reply. Box G-205, BROADCASTING.

Wanted: Immediately by major television syndicator, film writer/producer to fill challenging position requiring professional film background. Varied film assignments need take-charge, creative filmmaker not afraid of tight schedules and hard work. Send complete details, sample scripts and films with first reply. Box G-206, BROADCASTING.

Tired of the same old drag? Want to produce-direct a variety of program formats with emphasis on remotes. Our ETV station is moving up fast. Write Box G-222, BROADCASTING.

Producer director—Experienced in ITV/ETV production. Director programs (tape & film) in and out of studio. Send resume of training & experience by July 27, 1966 to Clark County School District, Classified Personnel Department, 2832 E. Flamingo Road, Las Vegas, Nevada.

Graphic Arts supervisor. Selection, design and preparation of graphic-photographic material for new ETV operation including construction, painting, and dressing of sets. Responsible for selection of equipment and supplies. Send resume of training & experience by July 27, 1966 to Clark County School District, Classified Personnel Dept., 2832 E. Flamingo Rd., Las Vegas, Nevada.

TELEVISION—Situations Wanted

Management

TV Sales management—Africa. Britisher—7 years experience radio and TV sales/promotion management in West Africa seeks senior position with forward looking U. S. company. Top references, interviews anywhere. Grant, Box 1400, Monrovia, Liberia.

Announcers

Top salary gets top-notch radio-TV announcer with 1st phone. Box G-97, BROADCASTING.

Spokeswoman wants woman's show, interviews or news. Top market experience, radio and television. Box G-168, BROADCASTING.

Seven years in radio. Looking to television for personality, Kiddies or Ladies show. Box G-204, BROADCASTING.

Technical

Engineer (29), with live color experience (studio & remote), desires chief position. Box G-189, BROADCASTING.

1st phone, TV engineer. 2 years experience, all phases. Box G-179, BROADCASTING.

Technical—(Cont'd)

Looking for a qualified chief engineer for your TV station? Drop me a line, we might both be happy. Box G-218, BROADCASTING.

NEWS

Package deal. A reporter-airman, editor, photographer. 25-year-old family man ready for regular air-job. Three years newspaper experience, now going on third year with major TV station. Currently top reporter, writer, studio and on-the scene inserts, deskman, shoot silent and sound, film editor, lab work. Top awards and references. Salary secondary if you're a news-minded station looking for a man to assume responsibility, a reporter-airman and a 24-hour newsman. Box G-186, BROADCASTING.

Newsman or news director. Now in top 5 market, seeking return to TV and challenge. Two journalism degrees. 33. Absolutely reliable and responsible. Box G-217, BROADCASTING.

Production—Programing, Others

Producer-director—with five years experience in major market wanting to relocate. Strong in creative areas. Box G-158, BROADCASTING.

TV art director, 32, and idea man. Set design, construction, college graduate. Write promotional copy. Ad Agency experience. TV 7 years. Box G-163, BROADCASTING.

Young (early thirties) radio-TV promotion director desires to move up. Three years TV experience, eight years retail advertising. Self-starter with creative ideas in promotion, sales presentations, merchandising, etc., plus color TV experience. Box G-187, BROADCASTING.

WANTED TO BUY

Equipment

We need used 250, 500, 1 kw & 10 kw AM transmitters, no junk. Broadcast Electronics Corp., 1314 Iturbide St., Laredo, Texas 78040.

Equipment Wanted: U.H.F. transmitter 10 or 12 kw. Box E-131, BROADCASTING.

Wanted TV 5 kw equipment, channel 4, price, trademark, Homero Rios D., P. O. Box 1324, Mexico City, Mexico.

Broadcast Engineering Services—AM-FM-TV; everything from mike to tower to complete station. 10532 Stanford Avenue, Garden Grove, California, 92640. Phone: (714) 537-9502.

Ancient asthmatic ten kilowatt transmitter (FM) needed urgently. Cash. Include reasons for sale. Also full-track 7.5-15, mono Ampex series 300 & 600 recorders. Will trade. Uher 4000-S FM microwave & telemeter unit needed as well. Box G-161, BROADCASTING.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-Ind. 440 Columbus Ave. N.Y.C.

Co-axial cable—Helix, Styroflex, Spirolite, etc. Also rigid and RG types in stock. New material. Write for list, Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

RCA 50 kw BTA-50G now in service will be available in approximately six months due to change in sites. If interested at \$22,500 complete, write Box F-142, BROADCASTING.

Let us serve your used equipment needs . . . Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

Broadcast Engineering Services—your "one-stop shopping center" for new and used AM-FM-TV equipment—all types. 10532 Stanford Avenue, Garden Grove, California, 92640. Phone: (714) 537-9502.

Helix Coaxial cable. HJ5-50 type, new 59 ft. FOB, E.E.E.E., P. O. Box 2025, Las Mesa, California.

FOR SALE

Equipment—(Cont'd)

G. E. Phono cartridges for broadcast use. Prompt service. Send for price list. Ridge Audio Co., 91 E. Lake Rd., Skaneateles, N.Y. 13152.

For sale: RCA 5 kw AM transmitter type 5C. \$1000.00 FOB, Farmington, Conn. Contact G. Fortune, Radio Park, Farmington, Conn.

Gates ST-101 spot recorder, good condition, new tape—\$250.00. Box G-141, BROADCASTING.

Mostly Associates, Inc., Subcarrier generator, one year old, Presto model 625 long-play tape reproducer, and one IGM control unit. Contact WSFC Somerset, Kentucky.

For sale equipment: 50 assembled 6 inch speakers and wall baffles in working condition 90¢ each assembly; first \$45.00 gets 'em. Also 16 Browning SCA receivers models BR3, BR 100 and BR3C-67 working \$15.00 each. 2 Harkins Hirschfeld receivers free in deal for the 16 Brownings. FOB K2FM, 600 Broadway Building, Corpus Christi.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Instant gags for deejays! Hundreds of One Liners on Weather, Traffic, Radio, Music etc. \$5.00—Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service, 1735 E. 26th Street, Brooklyn, N.Y. 11229.

DEEJAYS! 4,000 classified gag-lines, \$4.00! Comedy catalogue free. Ed Orrin, 8034 Gentry, No. Hollywood, Calif. 91605.

Have you got a musical Fungus? Exclusive one-liners in your market. LYN Publications, 2100 Divisadero, #4, San Francisco, California. Free sample.

Coverage maps, station brochures, Broadcast Sales aids of all types custom-designed. Noyes, Moran & Co., Inc., 828 Warren Avenue, Downers Grove, Illinois 60515.

Manufacturers representatives for the west coast, established in broadcast industry. Interested in product lines for TV-AM-FM or CATV. Contact McRae Co., 1420 N. Seward Ave., Hollywood 28, California.

Once in a life-time offer—BIRTH! Born, Hu-Mar Wild Tracks, Vol. 1. 100 multivocal comedy creations. \$12.00. Exclusive. Hu-Mar Productions, Box 97 Augusta, Ga.

INSTRUCTIONS

FCC license and A.S.E.E. degree programs. by home study and resident instruction. Resident FCC courses available in Washington, D. C.; Seattle, Wash., and Hollywood Calif. Home study conducted from Hollywood. Write for free catalog. Dept. 5-K. Grantham Schools. 1505 N. Western Ave., Hollywood, Calif. 90027.

Learn Radio-TV announcing, programing, production, newscasting, sportscasting, console operation, disc-jockeying, and all-phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The masters, Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks
Guaranteed instruction in theory and
laboratory methods by master teachers.
G.I. approved. Request free brochure.
Elkins Radio License School, 2803 Inwood
Road, Dallas, Texas.

since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting August 17, October 19. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647. Formerly of Burbank, Calif.

"It's REI and Here's Why!" First phone license in (5) weeks—and we guarantee it. Tuition only \$295. Rooms \$6-\$12 per week. Classes begin every 5 weeks in beautiful Sarasota by the sea, on Aug. 1—Sept. 5—Oct. 10—Nov. 14. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Fla.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results, day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd. N. Y. OX 5-9245.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

SALES ENGINEER BROADCAST PRODUCTS

James Rosecrans, Director of Personnel



An equal opportunity employer

Box G-166, Broadcasting.

Once in a while
Radio WKLO

Box G-223, Broadcasting.

87

STATION MANAGER WANTED FOR TEXAS

Must have complete knowledge of all phases of Television—Sales, Programming, Engineering, etc.
Beginning salary \$25,000 per year minimum.
Give complete details and photo in first letter. All communications kept in strict confidence.

Box G-207, Broadcasting.

Television Sales Management

Television sales and programming background desired for management of TV operation in metropolitan market. Sales management experience, knowledge of TV-media contacts essential. Creative and administrative ability desirable. Good salary. Send resume including references.

Box G-86, Broadcasting.

Announcers

TV ANNOUNCERS

Midwest TV station is adding staff announcer, booth announcer, and newsman. Only experienced men need apply. Salary open for top people. Call Ben Parker at 312-337-7940.

Help Wanted

Technical

TV ENGINEERS

Are you a thoroughly experienced television engineer in a smaller market who is looking for a chance to move up? If you qualify as a seasoned technician who is strong on maintenance and knows how to operate, we can offer you the opportunity you have been waiting for.

We are located in a major midwestern market and are part of what is soon to become one of the largest group operations in broadcasting. Our technical facilities are the finest solid state equipment including color videotape as well as color film and slide projection equipment. Live color cameras are due later this year. Our company benefits are among the best in the industry. If you are accepted by our company you will be in on the ground floor of a rapidly expanding broadcast operation which provides exceptional growth potential to competent, ambitious pros. Send your resume now to

Box G-108, Broadcasting.

NEWS

On-Air News Announcer

Major east coast station. Only high caliber and thoroughly proven on-air performers will be considered. Reply:

Box G-189, Broadcasting.

NEWS—(Cont'd)

NEWSCASTER WANTED

WTTG—Metromedia in Washington, D.C. needs an outstanding personality and working newsman to anchor 10 pm half hour news program starting this Fall.

Send video tape and resume to:

Program Director
5151 Wisconsin Ave. Nw.
Washington, D. C.

Production—Programming, Others

TELEVISION PRODUCER

Promotions have created opening for creative, young producer able to handle anything from news and weather thru documentaries. 2 years experience in smaller market operation preferable. Good working knowledge of film, with the ability to shoot and edit as required. College background preferred. Write and tell us why we should hire you.

Allen Wilson, Personnel Dept.

WHAS-TV

Louisville, Kentucky 40202

TRAFFIC DIRECTOR

Proven & completely experienced Traffic Director needed immediately in major market, east. Fine opportunity for future executive growth. Reply:

Box G-194, Broadcasting.

STAFF ARTIST

Major market, east coast, needs top professional staff artist. Must be qualified in all customary on-air art as well as good background in print layout and promotion work. Reply:

Box G-211, Broadcasting.

**Broadcasters:
Make \$7,000 to
\$12,000 annually
in your
spare time!**

Quality and enroll students for Columbia School of Broadcasting's famous audio-visual home study announcer training program. You interview qualified leads only. Recorded lessons with tape exchange development by network calibre instructors. Tomorrow's announcers are out in your audience today waiting for this training. If you are a broadcaster, write for details:



Mr. Wm. B. Zorich, Vice President
Columbia School of Broadcasting
4444 Geary Boulevard
San Francisco 94118

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Las Vegas, Nevada

MISCELLANEOUS

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Nationwide Broadcast Personnel Consultants is now recruiting and screening TV and radio personnel for our station clients at no charge to individuals. All fees are paid by the station. Immediate openings in all size markets for TV and radio top management, department heads, on the air personnel plus sales, production, and engineering people.

STARTING SALARIES FROM \$7,200 TO \$35,000

Send your resume today and tape, if applicable. Or call 312-337-7075 for more information.



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grammer. Desire part interest in prof-
itable northeast radio. Want to re-
tire? Or buy another property? Let's
talk in confidence.

Box G-95, Broadcasting.

FOR SALE—Stations

FOR SALE

New Mexico multiple market full-timer;
1965 cashflow \$30,000. Price \$175,000
including \$60,000 of real estate and
buildings.

Box G-183, Broadcasting.

(Continued from page 82)

is majority stockholder in equipment-leasing
firm. Mr. Friedman is sole owner of adver-
tising agency. Mr. Walk is president of Dy-
namic Broadcasting, licensee of WAMO-
AM-FM Pittsburgh, WUFO Amherst, N. Y.,
WOAH Miami, and applicant for new UHF
on channel 45 in Youngstown, Ohio. Messrs.
Walk, Friedman and Rich are all partners
along with Thomas W. Fletcher, Robert
Purcell and Raymond E. Rohrer in ap-
plication for new AM in Upper Arlington,
Ohio. Consideration \$275,000. Ann. July 13.

Jackson, Mo.—Robert Neathery Jr. and
Ann Rebecca Raymond db/as Jackson Mis-
souri Broadcasting Co. 1170 kc, 250 w, DA-
D. D. P.O. address: c/o Robert Neathery Jr.,
KUKU Willow Springs, Mo. 65587. Estimated
construction cost \$8,250; first-year operating
cost \$30,000; revenue \$45,000. Mr. Neathery
owns 5% of KUKU Willow Springs, KALM
Thayer, both Missouri, and KAMS Mammoth
Spring, Ark., and 70% of Willow TV Cable
Co., Willow Springs, Mo. Mrs. Raymond is
employee of KGMO Cape Girardeau, Mo.
Ann. July 11.

KTVI(TV) St. Louis—Seeks assignment of
license from Signal Hill Telecasting Corp.
to Newhouse Broadcasting Corp., 100%
owner of Signal Hill Telecasting. Newhouse
Broadcasting is licensee of WSYR-AM-FM-
TV Syracuse, WSYE-TV Elmira, both New
York; WAPI-AM-FM-TV Birmingham, Ala.,
and WTPA-FM-TV Harrisburg, Pa.; and
50% owner of licensee of KOIN-AM-FM-TV
Portland, Ore. No consideration. Ann. July
13.

WSLT Ocean City-Somers Point, N. J.—
Seeks transfer of control of licensee cor-
poration, Salt-Tee Radio Inc., from E. Theo-
dore Mallick and Allaun Corp. to Abraham
Shore. Mr. Shore is 99% owner of CPA
and management consultant firm. Considera-
tion \$25,000. Ann. July 11.

WBLC Lenoir City, Tenn.—Seeks assign-
ment of license from A. B. Corum Jr. tr/as
Loudon County Broadcasting Co. to WBLC
Radio Station Inc., owned by A. B. Corum
Jr. (99.35%) and Jennie B. Corum (.65%).
Assignment is for legal convenience only, no

FOR SALE

Stations (Cont'd)

RECEIVER'S SALE

RADIO STATION WTRA, LATROBE,
PENNSYLVANIA, serving an area en-
compassing 400,000 population, 1480
kilocycles and 0.5 kilowatts, grossing
\$60,000.00 per annum with potential of
\$125,000 per annum.

To be sold to the highest bidder, at
sale conducted by Stephen P. Laffey,
Referee in Bankruptcy, on Wednesday,
August 3, 1966, at 2:00 pm (D.S.T.)
at Room 1733, New Federal Building,
Pittsburgh, Pennsylvania, 15219.

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Me.	small	fulltime	120M	terms
Calif.	metro	FM&MUZAK	375M	terms
N.E.	suburb	daytime	650M	29%
South	TOP 75	daytime	140M	20M



CHAPMAN ASSOCIATES

2045 PEACHTREE, ATLANTA, GA. 30309

ownership change, no consideration. Ann.
July 7.

KANI Wharton, Tex.—Seeks assignment
of license from V. M. Preston to Wharton
Communications Inc., owned by V. M. Pres-
ton (60%), V. Frank Jones (17.5%), R. Odell
Preston (12.5%), Richard Williams and Rob-
ert Vonderau (each 5%). Consideration can-
cellation of \$34,055 owed by V. M. Preston
to Wharton Communications Inc. Ann. July
11.

WENZ Highland Springs, Va.—Seeks re-
linquishment of negative control of licensee
corporation Baron Radio Inc., from Ralph
J. and Judith M. Baron (50% before each,
each 40% after) through sale of stock to
Neill McMillian and George J. Lund (none
before, each 10% after). Consideration \$10,-
000. Messrs. Lund and McMillian are both
employees of WENZ. Ann. July 11.

WFYI(FM) Norfolk, Va.—Seeks involun-
tary assignment of license from Roy Marsh,
receiver, to Andre Evans, receiver, Mr.
Marsh was receiver of Metro-WBOF Inc.,
Virginia Beach, Va.; he has been replaced
by Mr. Evans. No consideration. Ann. July
11.

KREN Renton, Wash.—Seeks assignment
of license from Stephen C. Wray and Ray-
mond H. Pounder db/as Washington Broad-
casting Co. to Washington Broadcasting Inc.,
owned by Stephen C. Wray and Raymond
H. Pounder. Assignment is for legal con-
venience only. No ownership change nor
consideration. Ann. July 7.

WVJP Caguas, P. R.—Seeks assignment of
license from Francisco Pereira Casillas,
Federico Virella, Hector Pereira Buonomo
and Pedro Luis Jimenez db/as Borinquen
Broadcasting Co. (together 100%) to Fran-
cisco Pereira Casillas, Federico Virella, He-
ctor Pereira Buonomo and Jorge Luis Ar-
zuaga db/as Borinquen Broadcasting Co.
(25% each). Mr. Arzuaga is presently busi-
ness manager for WVJP. Consideration \$28,-
000 for Mr. Jimenez's 25% interest. Ann.
July 7.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Walther W. Guen-
ther issued initial decision looking toward
(1) granting application of Palmetto Broad-
casting System Inc., to increase power of
WAGL Lancaster, S. C., from 1 kw to 10
kw, continued operation on 1560 kc, D,
500 w-CH; condition, and (2) denying ap-
plication of WPEG Inc., to change facilities
of WPEC Winston-Salem, N. C., from 1550
kc, 1 kw, D, to 1560 kc, 10 kw, DA-D.
Action July 12.

FINAL ACTIONS

■ By memorandum opinion and order,
commission denied petition by Seashore
Broadcasting Co. for reconsideration of ac-
tion of Jan. 12 which denied its request for
waiver of Sec. 1.569 of "clear channel"
rules, and returned its retendered applica-
tion for new AM to operate on 1170 kc,
1 kw, in Orleans, Mass. Commissioner Lee
abstained from voting. Action July 13.

■ Commission denied request by Randolph
Broadcasting for waiver of Sec. 1.569 of
rules and returned its application for new
AM to operate on 1170 kc, 1 kw, in Ashe-
boro, N. C. Commissioner Lee abstained from
voting. Action July 13.

■ By letter, commission granted request
by George G. Beasley for waiver of Sec.
1.569 of rules and accepted for filing his
application to change facilities of WPYB
Benson, N. C., from 1580 kc, 500 w, D, to
1130 kc, 10 kw, DA-D, D. Action July 13.

■ By letter, commission granted request
by Frank Baranowski for waiver of Sec.
73.37 of rules and accepted for filing his
application for new AM to operate on
1340 kc, 250 w, U, in Nogales, Ariz. Action
July 13.

■ By memorandum opinion and order,
commission denied petitions by WMOZ Inc.
(99% owned by Edwin H. Estes) for stay
and reconsideration of that portion of May
11 decision which denied renewal of license
of WMOZ Mobile, Ala. May 11 decision
also revoked license of Estes WPFA, Pensa-
cola, Fla., but provided that Estes might
arrange, with commission approval, to sell
WPFA. Commissioner Cox not participating.
Action July 13.

■ Commission gives notice that May 18
initial decision which looked toward grant-
ing application of Tri-City Broadcasting
Co. for new FM to operate on channel 272
ERP 3 kw, in Eufaula, Okla., became effec-
tive July 7 pursuant to Sec. 1.276 of rules.
Action July 13.

■ By order, commission denied petition
by Jackson TV Cable Co. for reconsidera-

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, July 7

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS for new stations
AM	4,058	15	77	398	
FM	1,494	18	243	225	
TV-VHF	472	21	22	183 ¹	
TV-UHF	90	32	98		

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, July 7

	VHF	UHF	Total
Commercial	517 ²	217	734
Noncommercial	70	76	146

COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30, 1966

	AM	FM	TV
Licensed (all on air)	4,042 ³	1,454	558 ⁴
CP's on air (new stations)	21	33	49 ⁵
CP's not on air (new stations)	78	218	106
Total authorized stations	4,142	1,705	719
Applications for new stations (not in hearing)	294	173	123
Applications for new stations (in hearing)	68	37	56
Total applications for new stations	362	210	179
Applications for major changes (not in hearing)	200	43	29
Applications for major changes (in hearing)	40	1	6
Total applications for major changes	240	44	35
Licenses deleted	2	1	0
CP's deleted	0	2	0

¹ Breakdown on UHF and VHF applications not available.

² Includes three noncommercial stations operating on commercial channels.

³ In addition, one AM operates on Special Temporary Authority.

⁴ In addition, two licensed VHF's and two licensed UHF's are not on the air.

⁵ In addition, two VHF's operate with Special Temporary Authority.

tion of order, released June 20, directing it to show cause why its CATV system should not cease and desist from violating Sec. 74.1107 of rules by extending signals of WKBD Detroit, WJRT Flint, both Mich. and WTOL-TV and WSPD-TV Toledo, both Ohio, beyond their Grade B contours. Commissioners Bartley and Loevinger not participating. Action July 8.

■ In proceeding on revocation of license of Tinker Inc., for WEKY Richmond, Ky., commission adopted memorandum opinion and order prepared under direction of Commissioner Loevinger which (1) granted application by WEKY for review of April 25 order of the review board, (2) reversed board's action and (3) reinstated March 28 ruling of hearing examiner which directed Broadcast Bureau and respondent to exchange nonstipulated exhibit material and list of witnesses, subject to certain clarifying language in opinion. Commissioner Cox concurred and issued statement. Action July 8.

■ By memorandum opinion and order, in proceeding on applications of Associated Television Corp. and Capitol City Television Co. for new TV's to operate on channel 29 in St. Paul, review board (1) denied petition by Capitol for reconsideration of review board's action of April 7 which granted Associated's application, and (2) granted petition by Associated for leave to amend its application to show that a four percent stockholder has acquired, through an almost wholly owned corporation, AM and FM stations in Battle Creek, Mich. Action July 8.

■ By memorandum opinion and order, commission granted that part of petition by WWIZ Inc., which asked for stay of July 15, 1966, date for ceasing operation of WWIZ Lorain, Ohio, and authorized its continued operation until and including Oct. 13, 1966. Commissioner Bartley dissented; Commissioner Cox not participating. Action July 8.

■ By order in Rochester, N. Y., TV channel 13 proceeding, commission denied petition by Federal Broadcasting System to assign proceeding to conference before review board. By separate memorandum opinion and order, commission denied petition by Rochester Telecasters Inc. for ac-

ceptance of amendment to its application to specify fulltime hours of operation and change its financing proposal. Commissioners Cox and Wadsworth not participating. Action July 7.

■ By memorandum opinion and order, commission denied petition by Community Broadcasting Service Inc., requesting reconsideration of commission action of May 18 in denying review of grant to Mortimer and Vivian E. Hendrickson for new FM at Vineland, N. J., and which denied Community's competing application; terminated proceeding. Action July 7.

■ By memorandum opinion and order, in proceeding on application for assignment of CP of WTVU(TV) channel 59, New Haven, Conn., from Connecticut Radio Foundation Inc. to Connecticut Television Inc., commission denied objection by Impart Systems Inc., also denied its petition for expeditious action, and returned as unacceptable for filing its application for new TV on channel 59 in New Haven; dismissed as moot motions by Connecticut Radio Foundation and Connecticut Television to dismiss Impart's application. Commissioners Bartley and Lee dissented. Action July 7.

■ By memorandum opinion and order, commission denied petitions by National Association of Educational Broadcasters and Joint Council on Educational Broadcasting for reconsideration of commission's action of Feb. 9, 1966, in adopting revised table of assignments for UHF TV channels. Action July 7.

■ By memorandum opinion and order, in proceeding on applications of McAlister Broadcasting Corp. and KJJJ-TV for new TV's to operate on channel 28 in Lubbock, Tex., review board granted their joint request for approval of agreement whereby latter would reimburse McAlister \$6,990 for expenses incurred in prosecution of its application in return for its withdrawal; dismissed McAlister's application and granted application of KJJJ-TV. Member Kessler not participating. Action July 6.

DESIGNATED FOR HEARING

American Television Service Holston Valley Broadcasting Corp., Kingsport, Tenn.—

Designated for consolidated hearing applications for new TV's to operate on channel 19. Action July 13.

Chapman Radio and Television Co., Homewood, Ala., Tele/Mac of Birmingham Inc., Alabama Television Inc., Birmingham Broadcasting Co. Inc. and WBMG Birmingham Television Corp., Birmingham, Ala.—Designated for consolidated hearing applications of Chapman, Tele/Mac, Alabama Television and Birmingham Broadcasting for new TV's to operate on channel 21, and mod. of CP of Birmingham Television Corp. to specify operation of WBMG(TV) on channel 21 in lieu of channel 42. Action July 13.

KJRD Inc., Monroe and Mount-Ed-Lynn Inc. Mountlake Terrace, both Washington—Designated for consolidated hearing applications for new daytime AM's to operate on 1510 kc, 250 w—Mount-Ed-Lynn with DA. Action July 13.

KFIZ Broadcasting Co. and Fond du Lac County Broadcasting Co., Fond du Lac, Wis.—Designated for consolidated hearing applications for new FM's to operate on channel 296, ERP 3 kw—KFIZ with ant. height of 240.5 ft. and Fond du Lac with ant. height of 253 ft.; made Federal Aviation Agency a party to the proceeding. Action July 13.

OTHER ACTIONS

■ In proceeding on applications of Royal Broadcasting Co. for renewal of license of KHAI Honolulu, and Radio KHAI Inc. for new station in that city, review board granted petition by Broadcast Bureau to extend time to July 22 to file responsive pleadings to motion by KHAI to enlarge issues and motion by Radio KHAI to enlarge, change or delete issues. Action July 13.

■ In proceeding on applications of RKO General Inc., for renewal of license of KHJ-TV Los Angeles, and Fidelity Television Inc., for new TV on that channel in Norwalk, Calif., review board granted motion by Broadcast Bureau to extend time to July 22 to file responsive pleadings to petition by RKO to clarify issues or, in alternative, enlarge issues. Action July 13.

■ In proceeding on applications of RKO General Inc., for renewal of license of KHJ-TV Los Angeles, and Fidelity Television Inc., for new TV on that channel in Norwalk, Calif., review board granted petition by Broadcast Bureau to extend time to July 22 to file responsive pleadings to petition by Fidelity to enlarge issues. Action July 12.

■ In proceeding on AM applications of The Edgefield-Saluda Radio Co. Johnston, and WQJZ Inc., Saint George, both South Carolina, review board granted petition by Broadcast Bureau to extend time to July 15 to file responsive pleadings to petition by WJES to enlarge hearing issues. Action July 12.

■ Review board granted petition by Monroeville Broadcasting Co., Monroeville, Pa., to extend time to July 19 to file responsive pleadings to petition by Miners Broadcasting Service Inc., Ambridge-Aliquippa, Pa., to enlarge issues in proceeding on their AM applications. Action July 8.

■ Review board granted petition by Jones T. Sudbury to extend time to July 20 to file responsive pleadings to petition by Northwest Tennessee Broadcasting Co., to enlarge issues in proceeding on their applications for new FM's in Martin, Tenn. Action July 7.

■ In proceeding on applications of American Colonial Broadcasting Corp., Caguas Radio Corp., and Borinquen Broadcasting Co. for new FM's in Caguas, P. R. review board granted petition by American Colonial to extend time to July 20 to file oppositions to petition by Borinquen to enlarge issues. Action July 7.

■ Review board granted petition by The Edgefield-Saluda Radio Co. Johnston, S. C., to extend time to file exceptions to initial decision to 30 days after release date of document containing board's action on its petition to enlarge issues in proceeding on Edgefield's AM application and that of WQJZ Inc., Saint George. Action July 7.

■ In proceeding on revocation of license of Tinker Inc. for WEKY Richmond, Ky., review board granted appeal by Tinker from ruling of examiner of June 23 denying (a) written motion for stay, and (b) oral motion for continuance, to extent of staying proceeding until 20 days after commission release of document disposing of petition for review. Action July 6.

■ Review board granted motion by Hall County Broadcasting Co., Gainesville, Ga., to extend time to July 15 to file oppositions to further petition by Sawnee Broadcasting

Co., Cumming, Ga., to enlarge issues in proceeding on their AM applications. Action July 6.

By Hearing Examiner Thomas H. Donahue

■ Granted request by Century Broadcasting Co., and scheduled oral argument for July 12 on its petition to amend in proceeding on Century's application and that of RKO General Inc., for new FM's in Memphis. Action July 7.

Routine roundup

ACTIONS ON MOTIONS

By Commission

■ Commission on July 8 granted petition by Mark Twain Broadcasting Co. for extension of time from July 5 to July 19 to file replies to oppositions by Hirsch Broadcasting Co. and the State Educational Television Agency for State of Iowa to Mark Twain's petition for rulemaking concerning TV channel assignments in Hannibal, Mo.; Iowa City, Manchester, Monticello or Anamosa, all Iowa.

By Hearing Examiner Charles J. Frederick

■ On examiner's own motion, continued prehearing conference from July 12 to September 2 in proceeding on application of Bay Broadcasting Co. for new TV to operate on channel 38 in San Francisco. Action July 8.

■ In proceeding on applications of Gordon Sherman and Omicron Television Corp. for new TV's to operate on channel 35 in Orlando, Fla., granted joint request by applicants to continue hearing of July 12 to Sept. 12 and cancelled Sept. 12 further hearing for taking of testimony. Action July 7.

By Hearing Examiner Millard F. French

■ Formalized agreements and rulings made at prehearing conference of July 8, rescheduled certain procedural dates and continued hearing from September 8 to September 14 in proceeding on applications of Lunde Corp. and KASI Iowa Inc. for new FM's in Ames, Iowa. Action July 8.

By Hearing Examiner Walther W. Guenther

■ On examiner's own motion, scheduled further hearing for July 15 in proceeding on applications of HGR Broadcasting Co. and Farmers Broadcasting Service Inc., for new FM's in Kingston, N. C. Action July 11.

By Hearing Examiner Isadore A. Honig

■ Granted request by Broadcast Bureau and advanced hearing scheduled for 10 a.m., July 13 to 9 a.m., same date, in proceeding on application of Haddox Enterprises Inc., for new FM in Columbia, Miss. Action July 6.

■ Pursuant to agreements reached at prehearing conference of July 6, scheduled further prehearing conference for Sept. 20, and continued hearing of Sept. 8 to Sept. 29 in proceeding on applications of Olmstead County Broadcasting Co. and North Central Video Inc., for new FM's in Rochester, Minn. Action July 6.

By Hearing Examiner Jay A. Kyle

■ On examiner's own motion, rescheduled July 20 hearing for July 18 in proceeding on AM applications of Jupiter Associates Inc., Matawan, N. J., et al. Action July 11.

By Hearing Examiner Forest L. McClennning

■ Granted request by Selma Television Inc., Selma, Ala., to extend from July 18 to Aug. 1 date for exchange of all exhibits to be offered into evidence in proceeding on its application. Action July 11.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ In proceeding on applications of Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council for new TV's to operate on channel 38 in Chicago, granted (1) applicants' requests to reopen record; (2) Federation's petition for leave to amend its application to reduce aur. power; (3) Chicagoland's request that certain exhibits be received in evidence; and (4) closed record. Action July 11.

■ In proceeding on revocation of license of Tinker Inc. for WEKY Richmond, Ky., continued date for commencement of hearing to Oct. 4, in Richmond. Action July 7.

By Hearing Examiner Sol Schildhouse

■ Pursuant to July 8 informal hearing conference, continued hearing to July 20 in proceeding on applications of Northwest Broadcasters Inc. and Bellevue Broadcast-

ers, both Bellevue, Washington. Action July 8.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of July 11

Notified following broadcast station licensees that they have incurred apparent forfeiture liabilities of \$250 each for technical violations of rules:

WCBC(FM) Catonsville, Md.;

WILM Wilmington, Del., and

WISO Ponce, P. R.

Licensees have 30 days to contest or pay forfeitures.

WIDG St. Ignace, Mich.—Granted license for AM station.

WCOA-FM Pensacola, Fla.—Granted license for FM station.

WEWO Laurinburg, N. C.—Granted license covering increase in daytime power, installation of trans. and change in studio location.

*KRCC(FM) Colorado Springs, Colo.—Granted license covering change in frequency.

Actions of July 8

KDON Salinas, Calif.—Granted mod. of license to operate trans. by remote control. WREC Memphis—Granted mod. of license to operate main trans. by remote control; also second remote control point; conditions.

WSJM St. Joseph, Mich.—Granted mod. of CP to make changes in ant. system; conditions.

WTAD-FM Quincy, Ill.—Granted CP to install dual polarized ant.; ERP 27 kw; decrease ant. height to 750 ft.

WINW Canton, Ohio—Granted CP to make changes in DA system.

WVMI-FM Biloxi, Miss.—Granted mod. of CP to make changes in trans. line and decrease ERP to 2.75 kw.

WEAU-FM Eau Claire, Wis.—Approved data submitted in compliance with Doc. 18520 to show operation on channel 283; ERP 84 kw; ant. height 1,800 ft.

WCOW-FM Sparta, Wis.—Granted SCA on subcarrier frequency 67 kc.

Actions of July 7

WRCP-FM Philadelphia—Granted SCA on subcarrier frequency of 67 kc.

WCLU Covington, Ky.—Granted license for AM; type trans. specified, and studio location same as trans.

KERI(FM) Bellingham, Wash.—Waived Sec. 73.210(a) of rules to extent of permitting relocation of main studio beyond corporate limits of Bellingham. Bellingham station identification to be continued.

WFIL-FM Philadelphia—Granted mod. of SCA to delete subcarrier frequencies of 30 and 52.5 kc so as to have operation on 25, 40, 55 and 70 kc.

WAUK Waukesha, Wis.—Granted CP to make changes in DA system; condition.

WOIV(FM) DeRuyter, N. Y.—Granted CP to install new trans. and ant. ERP 5.3 kw, ant. height 560 ft.; remote control permitted.

KTMS Santa Barbara, Calif.—Granted CP to install new trans. as alternate main trans. at main trans. site.

WBVM Utica, N. Y.—Granted CP to install new trans. as auxiliary trans. at main trans. site.

KLVI Beaumont, Tex.—Granted CP to install new trans. as auxiliary trans. at main trans. location; remote control permitted.

WMEK Chase City, Va.—Granted CP to install new trans. or auxiliary trans. at main trans. site; remote control permitted.

KDOK Tyler, Tex.—Granted CP to make changes in ant. system.

WGST Atlanta—Granted CP to install new trans. as auxiliary trans. at main trans. location; remote control permitted.

WRLP(TV) Greenfield, Mass.—Granted CP to replace expired permit for installation of new trans.

KIEV Glendale, Calif.—Granted mod. of CP to change type trans. and ant.-trans. location.

*KNME-TV Albuquerque, N. M.—Granted mod. of CP to change ERP to 27 kw vis. and 5.4 kw aur., ant. height 4,150 ft., change type trans. and make changes in transmission line.

Following stations were granted extensions of completion dates as shown: *WTIU channel *30, Bloomington, Ind., to Jan. 7, 1967; *WEDU channel 3, Tampa, Fla., to Jan. 7, 1967; KKBC-TV channel 34, Lubbock, Tex., to Jan. 7, 1967; WEZI channel 21, Louisville, Ky., to Jan. 7, 1967; WKTR-TV channel 16, Kettering, Ohio, to Jan. 7, 1967.

Actions of July 6

WCBM-FM Baltimore—Granted license covering use of former main trans. as alter-

nate main trans. at main trans. site, with remote control operation.

WBKV-FM West Bend, Wis.—Granted license covering change in ERP.

WFAS-FM White Plains, N. Y.—Granted license covering installation of new trans. ant. specify type trans. and type ant., and change ERP.

WSAU-FM Wausau, Wis.—Granted license covering change in transmission line.

*KSOZ(FM) Point Lookout, Mo.—Granted license covering installation of new trans., ant., change in ERP and ant. height, and specify type trans.

*WHRM(FM) Wausau, Wis.—Granted license covering use of former main trans. driver as aux. trans.

WMEG Eau Gallie, Fla.—Granted license covering change in hours of operation and installation of DA-N; condition.

KDFM(FM) Walnut Creek, Calif.—Granted license covering installation of new ant.-trans., change in ERP and ant. height, and specify type trans. and type ant.

Granted licenses for following FM's: WATM-FM Attmore, Ala., and WLEO-FM Ponce, P. R.

Granted licenses for following noncommercial educational FM's: *KWCR-FM Ogden, Utah and *KUOR-FM Redlands, Calif.

Following stations were granted extensions of completion dates as shown: WWBD-FM Bamberg, S. C., to Jan. 22, 1967; KHVH-FM Honolulu, to Jan. 2, 1967; condition; WIZR-FM Johnstown, N. Y., to Jan. 24, 1967; KACE-FM Riverside, Calif., to Oct. 29; WBRK-FM Pittsfield, Mass., to Jan. 22, 1967; KCHY Cheyenne, Wyo., to Dec. 11; WUNN Mason, Mich., to Jan. 24, 1967; KMAV Mayville, N. D., to Dec. 30; WDEA Ellsworth, Me., to Jan. 23, 1967; and WVSC Somerset, Pa., to Jan. 31, 1967.

BROADCAST ACTIONS

By Commission

■ Commission en banc, by Commissioners Hyde, Bartley, Lee and Loevinger, with Commissioners Cox and Wadsworth dissenting, on June 22 granted renewal of licenses of following stations: WINS New York, WHN New York, WNEW AM-FM New York, WEBR AM-FM Buffalo, WYSL AM-FM Buffalo, WGSM AM-FM Huntington, WTRY Plattsburgh, WKRT AM-FM Cortland, WSEN Baldwinsville, WROW Albany, WABY Albany, WTRY Troy, WALK Patchogue, and WACK Newark, all New York.

Rulemakings

DENIED

■ By memorandum opinion and order, commission denied petition by Jel-Co. Radio Inc., Mt. Carmel, Ill., for rulemaking to add FM channel 272A to that city. Commission found that addition of second FM assignment in such small community, located in general area in which available assignments are rather scarce, would not serve public interest and could preclude future needed assignment in community which has no radio station or FM assignment. Action July 13.

■ By memorandum opinion and order, commission denied petition for rulemaking to assign FM channel 285A to Chippewa Falls, Wis., by deleting channel 264 from Eau Claire, Wis., petition was by Bushland Radio Specialties, prospective applicant for new FM in Chippewa Falls. Commission held that deletion of Eau Claire channel would deprive many people of FM service, but pointed out that channel 264 is available to application from Chippewa Falls. Action July 7.

■ By report and order, commission terminated rulemaking proceeding to allocate UHF channel to Newport, Ore., because Paul Kafoury and Ray T. Moe, who petitioned for same, failed to file comments. Action July 7.

PROPOSED

■ Commission invited comments to proposal to assign two UHF channels—27 and 33—to Dallas to replace single one—29—now assigned there. This would necessitate substituting channel 14 for 27 at Tyler, Tex., and *36 for *27 at Lawton, Okla. It was petitioned for to resolve short-spacing and eliminate competitive hearing for two applicants for channel 29 at Dallas. Action July 13.

■ By notice of proposed rulemaking, commission invited comments to following FM channel assignment proposals: Portland, Ind., assign 265A; Reedsburg, Wis., assign 285A; Brazil, Ind., add 249A; Winner, S. D., substitute 229 for 228A; Ardmore, Okla.,

add 239; Hutchinson, Minn., assign 296A; St. Cloud, Minn., substitute 269A for 296A; Gonzales, Tex., substitute 292A for 272A; Cullman, Ala., add 221A; DeLand, Fla., assign 290; Winter Park, Fla., delete 290; Live Oak, Fla., substitute 251 for 291; Ocala, Fla., substitute 272A for 252A; Rockford, Ill., add 285A; Adrian, Mich., add 296A; Jackson, Mich., substitute 240A for 296A; and Corinth, Miss., add 237A. Action July 13.

■ Commission invited comments to proposal to provide first commercial TV channel—UHF channel 36—for Fayetteville, Ark. Rulemaking was petitioned for by H. Welton Stamps. Action July 7.

Petition for rulemaking filed

Hometown Radio Inc., Galion, Ohio, requests institution of rulemaking proceedings looking toward assignment of FM channel 240-A to Galion. Received June 29.

CATV REQUESTS FOR WAIVER

United Transmission Inc., Winona Lake, Ind., requests waiver to carry WCIU(TV), WFLD(TV), WGN-TV and WTTW(TV) all Chicago.

General Electric Cablevision, Peoria Heights and Bartonville, both Illinois, requests waiver to carry WOC-TV Davenport, Iowa; WCIA(TV) and WILL-TV both Champaign; WTVP(TV) Decatur; WICS(TV) Springfield; WTTW(TV), WGN-TV, WCIU(TV) and WFLD(TV) all Chicago, all Illinois; WTTW Bloomington-Indianapolis, Ind., and KPLR-TV St. Louis.

New call letters requested

KFDA Amarillo, Tex.—Lone Star Broadcasting Co. Requests KPUR.

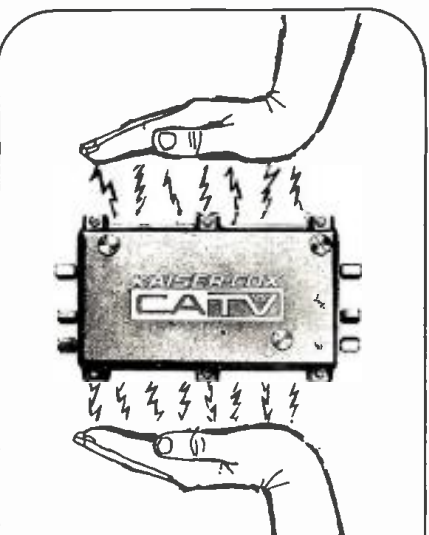
Hot Springs, Ark.—Christian Broadcasting Co. Requests KXOW.

Wellington, Kan.—Sumner Broadcasting Co. Requests KLEY.

Kirkville, Kan.—Community Broadcasters Inc. Requests KRXL(FM).

*Birmingham, Ala.—Samford University. Requests WVSU-FM.

St. Louis—Greater St. Louis TV Corp. Requests KDNL-TV.



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COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through July 13. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■ Indicates franchise has been granted.

Bessemer, Ala.—Clear Vision TV Co. of Meridian, Miss., has applied for a franchise. The plans call for use of 12 TV channels and an FM radio channel. Clear Vision operates in four Tennessee cities: Union City, Lexington, Savannah and Milan. The system will also cover Brighton and Brownville.

■ Haleyville, Ala.—Haleyville TV Cable Corp. has been granted a franchise. The firm will offer eight channels.

Fresno, Calif.—Time-Life Broadcast Inc., a subsidiary of Time Inc., N.Y., has applied for a franchise in Fresno. Other applicants: Tele-Pix Corp. Walnut Creek; a corporation formed by Cox Cablevision Corp., McClatchy Broadcasting; Central Valley Cable TV Co., and KFRE-AM-FM-TV and KJEO(TV), both Fresno.

South San Francisco, Calif.—California Cable Communications Corp. has applied for a franchise.

■ Taft, Calif.—Anaconda Wire and Cable Co. has been granted a franchise. The rate will be between \$4 and \$4.25 per month. In addition to regular channel service, the area will receive an educational station and three FM stations. The installation will also serve Ford City, Calif.

■ Vista, Calif.—Vista Cablevision Inc. has been granted a franchise. Installation will be free for the first set and \$5 for each additional one, plus a monthly rate of \$4.95. The firm will pay the city 3% of its gross revenues.

Kissimmee, Fla.—Gulf-International Co. Inc. (Joseph J. Nussbaumer, president) has applied for a franchise in Osceola county and in the southwest part of Orange county.

Cairo, Ga.—Clearview of Georgia Inc. has applied for a franchise. The firm is located in Dublin, Ga.

Joliet, Ill.—Community Electronics Systems Inc. (Ronald Galowich, representative) and Kraus Electronics (Arthur Kraus) have requested franchises.

Gas City, Ind.—Brown's TV Sales & Service is seeking a franchise.

■ Eureka, Kan.—Eureka Cable TV Inc. has been granted a franchise.

Wichita, Kan.—H & B Communications of Beverly Hills, Calif., has applied for a franchise. Multi-Vue TV has an application pending.

■ Versailles, Ky.—Republican Investments Inc. has been awarded a 20-year franchise at a fee of 4% or \$500 annually, whichever is greater.

Frederick, Md.—Cablevision Co., Frederick (Daniel Weinberg, president) and W. F. Bullock, Rockville, Md., have applied for franchises. A previous applicant is Frederick Cablevision Inc.

Holyoke, Mass.—Telecolor Corp. has applied for a franchise. Other applicants are L. P. Cable Corp.; Audio Visual Communications Inc.; Pioneer Valley Cablevision and Puritan TV Cable Inc.

■ Flint, Mich.—Flint Cable TV has been granted a franchise. Viewers will receive 11 channels, an educational channel, FM and a time-weather channel. Franklin C. Mitchell is the manager.

■ Las Vegas, Nev.—Clear Sight TV Cable Co. has been granted a franchise. There will be an installation fee of \$14.95 and a monthly charge of \$6.95. Earl Hickam is the principal owner. He also has a franchise in Las Vegas, N.M.

■ Deming, N. M.—Sun Cable Co.'s 20-year franchise has been given final approval. The company will give the city 4% of its annual gross revenue for the first four years and 5% thereafter.

Las Cruces, N. M.—Community Cable Co. (Jim Gober, president) has applied for a franchise. Power Generation Inc. has an application pending.

■ Santa Fe, N. M.—Santa Fe Cablevision Co. (Carl Goodwin, KTRC Santa Fe, a prin-

cipal) has been granted a 15-year nonexclusive franchise. The firm will pay 4% of its gross revenues to the city. There will be a \$10 installation fee and a monthly charge of \$5.20. Other applications pending are Continental Cable Co. and New Mexico Communications Corp.

■ Springer, N. M.—Southwest Cable TV Co. has been granted a 20-year franchise.

Albany, N. Y.—Harold C. Gabrilove, president of RTA Distributors Inc. (wholesale electrical appliance firm), Albany, is seeking a franchise. Mr. Gabrilove would create Capitol Cable Visions Systems Inc. at a cost "in excess of \$750,000" to provide at least a 12-channel system if a franchise is approved. Free studio facilities would be available to schools and for civil defense and public safety programs. WTRY Troy, N.Y., previously applied.

Woodbury, N. Y.—Better TV of Orange County Inc., Monroe, N.Y. (Albert Mishkin, representative), and Good-Vue CATV Inc. (Philip Beigel, president) are seeking franchises. Better TV has proposed a \$20-\$25 installation fee and a \$5 monthly service charge.

Charlotte, N. C.—Cox Broadcasting Co., which owns and operates WSOC and WSOC-TV, has joined Cosmos Broadcasting Co., Columbia, S. C. (WIS-AM-TV), in applying for a franchise. Other applicants are Jefferson-Carolina Corp. (WBT and WBTV-TV) and Carolina Telephone Co. and Television Transmission Co.

Hamlet City, N. C.—Rockingham-Hamlet Cablevision Corp. has applied for a franchise. The firm has previously been granted a franchise in Rockingham, N. C., but it is not yet in operation. (See Rockingham, N. C., below).

■ Marion, N. C.—Georgia TV Cable Co. has been granted a franchise. Allan J. McDonald is president.

■ Rockingham, N. C.—Rockingham-Hamlet Cablevision Corp. (G. B. Spence and Russell Bennett Jr., representatives) has been granted a 25-year nonexclusive franchise. The firm will pay the city 5% of its annual gross revenue. (See Hamlet, N.C., above).

Fort Shawnee, Ohio—Reynolds Cable Television of Sidney (David Reynolds) and Lima Cablevision (James Meredith and Frank Quatman, representatives), both Ohio, have applied for franchises. In its application Lima Cablevision explained that many Fort Shawnee residents were shareholders in the 200-mile CATV system operating in Lima under a 10-year franchise.

■ Brownsville, Pa.—Ross Brothers, Uniontown, Pa., has been granted a 20-year franchise for which the borough will receive 3% of gross receipts.

■ Hickory Twp., Pa.—Tex-Video Corp. (William Irwin, representative) has been granted a franchise.

■ Penn Twp., Pa.—WHJB Inc., Greensburg, Pa., has been granted a 25-year franchise.

Greenwood, S. C.—Jefferson-Carolina Corp. (Charles H. Crutchfield, president) and Greenwood Cable Television Co. (Allen J. McDonald, president) have applied for franchises. Two applications are pending: General Cablevision of Carolina Inc., Greenville, N.C., and one headed by Lester Vanadore, formerly of Greenwood, now of Nashville, Tenn.

Shelbyville, Tenn.—Bedford Cable Co. has applied for a franchise.

Canyon, Tex.—Randall County Broadcasters Inc. (Dan Tarpley, representative) has applied for a franchise.

■ Point Pleasant, W. Va.—Bettervisions Systems Inc., Charleston, W. Va., and Village Cable Co. were both awarded 25-year nonexclusive franchises. Both firms will pay 2% of their annual gross revenue to the city and both will charge an installation fee of \$29.95, with a monthly charge of \$5.

Madison, Wis.—WMTV (ch. 15) has withdrawn from Complete TV, the cable system which is in the planning stages in Madison. Thomas Bolger, general manager, reported that CATV is not "economically feasible" and that it is not in "the public interest". Other owners of Complete TV are WISC-TV and WKOW-TV.

■ Palmyra, Wis.—Richard Beischel and Carl Hahn, jointly, have been granted a franchise.

MOST people, even those with 20/20 vision, are half blind and don't even know it. They look but they really don't see, and so miss much of the activity in the world around them.

But the crowd always contains a creative minority, those few unusual souls who are able to look beyond the mundane into the complexities—see the problems and sometimes the solutions. Such is Frank Tooke, group area vice president of Westinghouse Broadcasting Co., responsible for KYW and KYW-TV Philadelphia.

Here is a thoughtful man, a listener who speaks out when he knows his ideas are relevant. And most of the time Frank Tooke knows what is important. He sees a little more than most of us.

What has he observed? Well, it all began back in the '30s when most people couldn't see beyond the hopelessness of the apple carts and Hoovervilles. It took a Frank Tooke to perceive a little more at WOWO and WGL Fort Wayne, Ind., in 1935. He would be the first to admit that he didn't do very much. But it was the beginning. Out of this uninspirational period emerged Tooke-inspired community involvement projects, station news operations and on-the-air talent programs. And out of this depressed era came a little personal experience. He fondly remembers his first radio commercial: "It was for Calo soap—the soap powder that avoids soap scum. Try saying that six times a day and see what you get."

Steady Climb ■ The Westinghouse corporate ladder is not an easy one to scale, but Frank Tooke moved up slowly, steadily, always pushing himself to do the new job a little better. Not a lot better. He's no flashy genius who leaps ahead of his time. And anyway he'd rather settle for the short step forward that permits him to stay in touch with the general public.

During these years of growth he has had a plethora of intangible successes that never quite made the record, a few setbacks and an exceptional number of concrete results. Following his successful innovations at WOWO and WGL Fort Wayne, Westinghouse decided to gamble on Frank Tooke, transferred him to KDKA Pittsburgh in 1941 and KYW Philadelphia in 1950. Back at WOWO Fort Wayne as general manager in 1952, he was responsible for broadcasting Westinghouse's first "focal point," a dynamic campaign to improve listener health. After returning to Philadelphia in 1953 with KYW, he immediately began another public service project on the importance of soil health, and two years later moved into television as general manager of WBZ-TV Boston.

The Boston years gave Frank Tooke his first practical view of the world

His biggest challenge is tomorrow

of television, saw him enthusiastically involved in Westinghouse's first public service conference and responsible for WBZ-TV's "Let Freedom Ring" campaign to stimulate more interest in U. S. history and tradition.

The big move came in 1959 when he was transferred to Cleveland as area vice president of KYW and KYW-TV. And again Westinghouse's faith in Frank Tooke paid off. He devoted his energies to another public service conference, an intensive project on poverty, and ini-

tiated the prime-time KYW-TV telecasts of the Cleveland orchestra concert.

Now back in Philadelphia as Group W area vice president, Frank Tooke still finds time to ponder the results of his formative years. He doesn't bubble over with solutions to broadcasters' problems. But the pertinent questions that sometimes lead to the answers are always on his mind.

Radio fascinates Frank Tooke; he's always wondering how the public uses the medium. While freely admitting that broadcasters have given too little thought to audience response, he hopes that the new measurement tests will be helpful. But radio's greatest problem, he claims, is that it is so misunderstood by both the general public and broadcasters. "Too many people believe that radio is passé. Of course, it isn't. People take it for granted, until a hurricane or tornado comes and then . . . wow . . . what awareness!"

Relatively new to television, he's acutely sensitive to the industry's growing pains. "We've got some of the same problems that the movie industry had during its early years. We're pretty young at this business and certainly don't have all the answers yet. How do we get in?" he wonders. And he challenges the public, especially younger people, to think of TV in its totality. "Yes, we want to put more Shakespeare on TV, but television is more than just theater. It's an instrument that must be used for the total good, and, therefore, must be considered in its entirety."

Fast Pace ■ Sensitive to, and a little overwhelmed by, the incredible pace of modern society, Frank Tooke recommends that broadcasters and educators take more interest in each other. "The change is fantastic! Look at the sophistication of our young people, the high educational standards of our academic institutions. I think our two media, certainly TV, are largely responsible for a great deal of this change." He asks graduate students and their professors to dream a little. "If they could 'control' television for the next 15 years, what would they do with it? What would they have us do with it?"

The future? Frank Tooke is looking forward to the next Westinghouse conference on local public service programming to be held in Philadelphia on Oct. 24, 25 and 26. Appropriately titled "The Unfinished American Revolution," the conference, he says, will be a "total effort to make broadcasters, producers, critics, civic leaders, educators and other interested parties more aware of the urban problems facing them today."

What else lies ahead? Frank Tooke senses excitement and discovery in broadcasting's future. What does he think his greatest opportunity has been? Unhesitatingly, he says: "Tomorrow!"

WEEK'S PROFILE



Franklin Austin Tooke—Westinghouse Broadcasting Co. group area vice president, KYW and KYW-TV Philadelphia; b. Feb. 9, 1912, Fort Wayne, Ind.; entered DePauw U., 1930; AB chemistry, 1934; attended American Academy of Dramatic Arts, 1935-35; employed as announcer at WOWO and WGL, both Fort Wayne, 1935; appointed program manager of WOWO and WGL, 1936; transferred to KDKA Pittsburgh as program manager, 1941; joined Navy as lieutenant, 1942; returned to KDKA Pittsburgh as program manager, 1945; transferred to KYW Philadelphia as program manager, 1950; returned to WOWO Fort Wayne as general manager, 1952; returned to KYW Philadelphia as general manager, 1953; moved into TV as general manager of WBZ Boston, 1955; transferred to KYW and KYW-TV Cleveland as area vice president, 1959; returned to Philadelphia as area vice president of KYW and KYW-TV at time of Westinghouse-NBC station swap, June 19, 1965; single; member of Philadelphia Athletic Club, Philadelphia Art Alliance, Philadelphia Art Museum, New York Museum of Modern Art, Poor Richard Club, Pennsylvania Society, Broadcast Pioneers, Plays and Players, United Fund Committee; hobbies—painting, photography and music appreciation.

New blood

TELEVISION stations and audiences both stand to gain if the fourth-network plans announced last week by Daniel Overmyer and Oliver Treyz prove successful. Anything that adds to the diversity of TV programing sources should be welcomed.

It is the programing, of course, that will primarily determine whether the new venture succeeds or fails, and thus far much of this vital element apparently hasn't even been conceived. But the two known ingredients, representing one-half of the network's projected eight-hour nightly schedule, seem to offer considerable potential.

One is a two-hour news feed from which stations can extract what they want for local use, which is to be supplied by United Press International and its Newsfilm subsidiary—an operation that itself stands to gain greatly from access to network lines for instantaneous delivery. The other is a two-hour late-evening variety show to be produced through the uncommonly abundant resources of the William Morris talent agency. For the other four hours the plans call for original production, emphasis on "public service" and—as might be deduced from the hiring of a sports director before a program director—special attention to sports.

The prospect of big chunks of fresh programing cannot fail to stir interest among stations—not only the U's but also many V's that are increasingly concerned about where good new programs are coming from.

To make it easier to buck the established network competition, especially in major markets, they're introducing several innovations. In most markets their affiliations won't necessarily be with a single station but will probably vary from program to program. They won't insist on live clearances but will permit taping for delayed broadcast at agreed-upon times. And there will be no exchange of money between the network and its affiliates; station compensation will take the form of commercial positions for local sale in network programs.

By coincidence, the Overmyer Network plans were announced a few days after new owners, headed by John P. Fraim, took over the Mutual radio network (BROADCASTING, July 11). As a fourth TV network hopefully will invigorate television programing, the infusion of new ownership and new money into the fourth radio network can benefit not only that network but radio as a whole. There have been reports that the new Mutual owners might also venture into TV networking. If it happens, that also could be good.

Ventilation needed

THE latest disclosures in the incredible story of Rex Sparger and the rigging of Nielsen ratings raise more questions than they answer.

As reported here in last week's issue, new characters have been introduced and the plot has only been thickened by their presence. There seems to be no doubt that Mr. Sparger, who has admitted an attempt to inflate the ratings of a Carol Channing special on CBS-TV, was paid \$4,000 by Charles F. Lowe, Miss Channing's husband and manager. Messrs. Sparger and Lowe say the fee was paid for services other than rigging. The Nielsen company's public release of the \$4,000 check suggests that Nielsen thinks differently. The true story can come to light only in the privileged sanctuary of a court proceeding where witnesses can be questioned under oath.

From the first, the Sparger story has been unsavory, and

the more it is revealed in piecemeal bits, the larger consequence it has for the whole television business. This is no longer what it originally appeared to be: a story of one earnest, if ambitious, man dedicated to the mission of unhorsing a large corporation. It is now a story with a larger cast and with motives that need explanation. Nielsen is to be commended for indicating an interest in prosecuting the suit it has filed. As the principal supplier of national audience measurements upon which major programing and advertising decisions are based, the company owes television a full court exposure of all the facts.

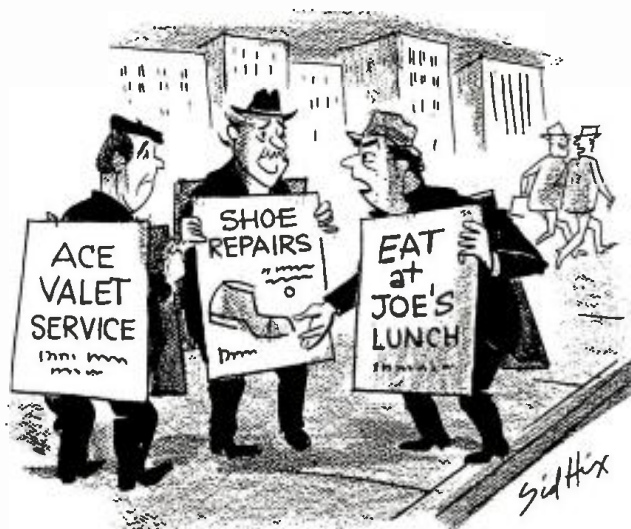
Good start

A wise and influential body of political support has been enlisted in the campaign to modernize national election procedures. The National Governors' Conference has recommended that there be a national voting holiday during which polls would be open across the nation for a uniform period of 24 hours. This proposal has unusual significance for radio and television.

In a resolution adopted at their conference in Los Angeles (BROADCASTING, July 11) the governors urged the President to initiate a study of their proposal. Hopefully, broadcasters will not let the matter rest at that point. They ought to let the White House know that they are in sympathy with the governors' suggestion.

If all polls opened and closed simultaneously, there could no longer be grounds for speculation that broadcast coverage of early returns can influence the vote in areas where polls are still open. That speculation was rampant in 1964 after the broadcasting networks and the two wire services cooperatively set up the National Election Service with reporters in 130,000 of the nation's 170,000 precincts to cover returns as they came in. Information supplied by NES plus large staffs of special poll watchers of their own enabled the networks to project the outcome of all the major races while voting was still going on.

Uniform voting hours throughout the nation would not obviate the need for resourceful coverage of voting as it was proceeding, but it would relieve broadcasters of a recurrence of criticism, which although unjustified will be hard to stop as long as voting times are erratic.



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